

**METRO READERS SAY: PRIME MINISTER** 



Your essential daily news | monday, october 19, 2015

High 19°C/Low 6°C Partly cloudy

**9 6** 

# GETOUTA

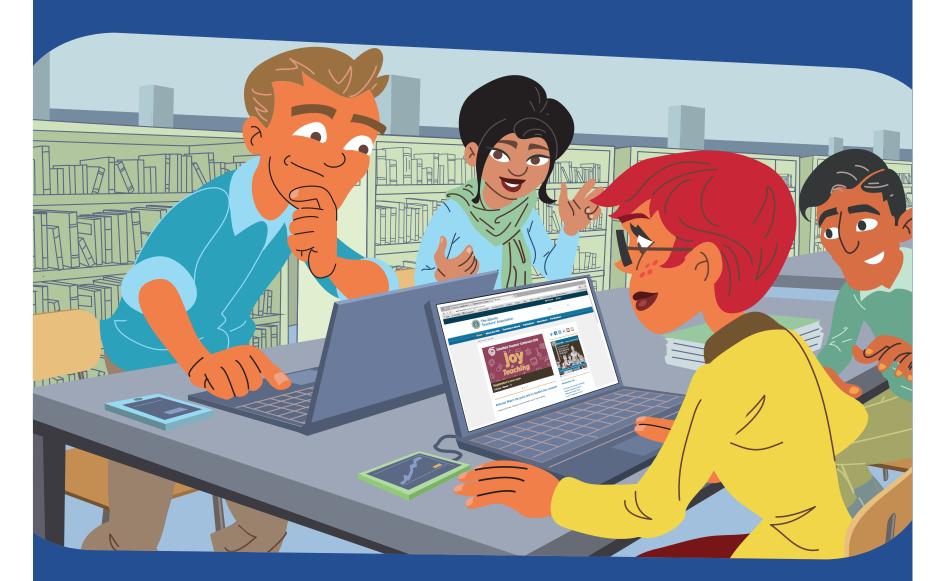


# The federal election is upon us

Ready to engage Time for Canadians to have their say. Coverage, pages 3, 7, 9, 12, 14 & 19



# CUTTING-EDGE RESEARCH ON EDUCATIONAL ISSUES IMPROVES THE STORY OF EDUCATION



As a professional organization that advocates for public education, the ATA puts learning first, ensuring the story of education is a positive one.

Find out more at storyofATA.com



The Alberta Teachers' Association

# 

Your essential daily news

Naming rights to a new moth for sale on eBay. World

### **KEY ELECTION ISSUES FOR ALBERTA'S BIG CITIES**

Alberta's big cities have a wish list heading to the polls today. Here are five things Edmonton and Calgary want or even desperately need.





METRO FILE PHOTO

### Affordable housing

Former Liberal prime minister Paul Martin took Ottawa out of the affordable housing business more than two decades ago. Ottawa, under the Conservative Party, has not re-entered the fray, a situation that sees a lack of investment push those on the margins onto Edmonton and Calgary streets. Edmonton Mayor Don Iveson said not housing the vulnerable is ultimately the more expensive reality, jacking up costs for health care, policing and jails. "Providing affordable housing now to those who need it is an investment that costs taxpayers far less than managing people on the street," he wrote in a recent call-out to Edmonton voters to vote for cities.

### Infrastructure

Infrastructure is the most boring of words but often the most apparent of needs in cities. Bridges, roads and other hard parts keep our cities humming, or — as illustrated by Toronto's crumbling Gardiner Expressway — threaten to see it paralyzed.

Both Calgary and Edmonton are growing like ant colonies, sprawling cities with quickly emerging needs rather than Eastern Canada's more manageable pace of growth. Infrastructure in Alberta means keeping up with essentials rather than wanting improvements.

### Transit

Edmonton and Calgary are two of Canada's fastest growing, youngest cities. This demographic profile means voters see public transit, and in particular light rail, as a musthave investment promise. Unsurprisingly, all three leading parties have transit investments as central promises, a situation Mayor Don Iveson has called a "bidding war," for city votes.

Promises see transit money on offer in the billions, not millions. But, the differences are in the details: the Conservatives continue to push private-public partnership contracts for funding major projects; others are offering their investments without the controversial funding approach.



METRO FILE PHOTO

### Reliance on resources

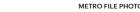
Oil's precipitous price drop, which between 2011 and 2014 never dipped below \$90 per barrel but since then has seen a bucket of crude paralyzed at near \$50, has hit Calgary's economy somewhat harder than Edmonton's. Nevertheless, the oft-repeated refrain Alberta must diversify its resource economy (a refrain former premier Peter Lougheed was making 45 years ago) is yet again an issue. Some of the parties see the free market as the way forward - low taxes, small government; others see the need for transformative projects and, perhaps, big spending.

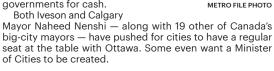


THE CANADIAN PRESS

### Cities

All four issues already covered here can be encapsulated in one dollars-and-cents reality: cities, as creations of provincial governments, are limited in how they can tax and raise money for things. As Edmonton Mayor Don Iveson points out, cities can raise only \$0.08 for every dollar of the money they spend. That means they're at the whim of other governments for cash.





You want a better life. Job satisfaction. Financial security. Respect. You want to help others.

There is an urgent demand for EDUCATION ASSISTANTS

As an Education Assistant you'll assist elementary and secondary school teachers as they work with students who may require additional support for academic, ESL, behavioural and special needs.

- Wages range from \$20.11 \$30.18/hour
- Become an Education Assistant in just 40 weeks

"Before Stenberg I was working in a pet store earning minimum wage ... I got a job right out of practicum and I can't think of a more fulfilling career." - Kody Lacroix, Stenberg grad



### You are invited to an **INFORMATION SESSION**

Airdrie/Rocky View Tuesday October 20th, 2015 7-9 pm

> **Rocky View Schools Education Centre**

2651 Chinook Winds Drive SW Airdrie, Alberta T4B 0B4

**Calgary** Wednesday October 21st, 2015 7-9pm

Sandman Hotel **Calgary City Centre** 888 7th Ave SW

STENBERG COLLEGE 1-855-227-3460 • www.stenbergcollege.com

All attendees will receive \$250 bursary Please RSVP to

rsvp@stenbergcollege.com or by tel: 1-855-227-3460

Calgary | metr@NEWS Monday, October 19, 2015

# Calgary's NeighbourLink now back on solid ground

DEBT FREE

### **Charity helps** families with furniture. necessities

**Brodie Thomas** Metro | Calgary

Six months ago, the Calgary charity NeighbourLink was set to close its doors.

The problem is, one woman in the organization refused to turn out the lights.

Nikki Golnik, director of operations for NeighbourLink, worked with numerous volunteers, including former paid employees, to keep the char-

ity running.
"I wasn't being insubordinate," said Golnik. "The announcement was sudden and much of the staff that had been let go kept showing up, and so did our clients."

Golnik said the volunteers kept distributing goods, and the warehouse shelves stayed stocked, so she kept going.

"I didn't have the heart to close the doors," she said.

NeighbourLink has a number of programs, primarily helping people who are transitioning out of homelessness by providing them with furniture and housewares for their new homes or apartments.

They also provide necessities such as cribs, diapers and formula to families in need, and facilitate Christmas adopt-afamily programs, among other

Chris Jost, NeighbourLink's executive director, said the organization grew substantially after the flood of 2013. And that was part of the reason for the plans to shut down. He said they grew too quickly, too soon.

We don't regret stepping up for the flood — it just wasn't sustainable," he said.



Chris Jost, the new executive director for NeighbourLink, stands by a crib full of diapers donated to the organization and sorted by size. He said NeighbourLink sometimes buys off-label diapers in bulk from the supplier, skipping the middleman and saving costs for the organization. BRODIE THOMAS/METRO

At the time, 13 employees were let go.

Now the organization is taking baby steps towards getting back on its feet. As of Nov. 2, they'll be ready to help new

Jost said aside from the volunteers who refused to give up, the organization owes a debt of gratitude to their creditors, who, one by one, forgave the organization's debt.

He said it started with the group's former landlord, who wishes to remain anonymous. Jost described him as a deeply religious man. When other creditors heard what he had done, they followed suit.

NeighbourLink has moved back to its former location in Storehouse 39-3-10.

There are currently two fulltime employees, and two who work four hours per week.

Jost said the plan now is to pay every full-time employee a living wage, which is pegged at \$42,000 for Calgary. However, no employee will ever make more than double that amount and nobody is close to that

### HOW TO HELP

Chris Jost of Neighbour-Link said there are many ways the public can get involved.

Donations of furniture, new mattresses, diapers and baby formula are always welcome.

He said the organization is looking to fill board positions.

Also, businesses looking to help NeighbourLink might consider accepting a crib for the organization's "No Crib for a Bed" campaign.

A new empty crib will be delivered to participating office buildings. Staff are encouraged to fill the crib with formula and diapers.

Visit the group's website at neighbourlinkcalgary.ca for more information.

BRODIE THOMAS/METRO

# Pedestrian hit after vehicles collide in north end

Calgary police are investigating a crash that involved a pedestrian and two vehicles in the city's north Sunday afternoon.

At 2:45 p.m., EMS responded to the intersection of Centre Street North and 56 Avenue/ Northmount Drive for reports of a collision involving two vehicles and a pedestrian.

Upon arrival, paramedics determined there was an initial impact between two smaller SUVs at an intersection on Centre Street, EMS said in a news release. The second impact involved the

Police said a silver Mazda

hit a black vehicle, and then the Mazda hit the pedestrian.

Five people were involved in the crashes: two from each SUV and the pedestrian.

EMS said the pedestrian and 80-year-old woman — was transported to the Foothills Medical Centre in serious, but otherwise stable and non-life

threatening condition with concerns of lower body in-

Paramedics also drove one the SUV's passengers — a woman in her late 30s — to the Foothills Hospital in stable and non-life threatening con-

Police said they aren't sure

if the pedestrian was crossing a crosswalk at the time of impact.

There were several witnesses who remained on scene to give information to emergency services, EMS said.

The Calgary police are continuing their investigation. JEREMY SIMES/FOR METRO



### IN BRIEF

### **Mahogany prowlers** under investigation

Calgary police are investigating after a group people were apparently prowling through people's backyards in the city's southeast.

Early Sunday morning, police were called to the 400 block of Mahogany Terrace SE for reports of individuals looking to steal things from people's back-

Police said the individuals were driving a stolen vehicle, which they later parked. Police are "quite confident" two people were associated with the incident, and charges might be pending.

Anyone with more information on the incident is asked to call police at 403-266-1234.

### Calgary police probe southwest home invasion

Calgary police are investigating a home invasion in the city's southwest early Sunday morning.

At 7 a.m. Sunday, police were called to the 2000 block of 5 Street SW.

The victim alleged thugs broke into his home and held a knife to his throat and gun to his head, police

The assailants later stole the victim's car, police said.

Police said the victim and his girlfriend weren't injured, and the robbers fled the scene by the time police arrived.

Police don't have descriptions of the perpetrators yet, and the robbery unit is continuing to investigate the incident.

Anyone with information can call the Calgary police non-emergency line at 403-266-1234. METRO

### Uber offers free rides to polls for first-timers

The ride-sharing app Uber is offering free trips to first time riders on election day in cities all over Canada, including Calgary.

The company received a lot of attention when it launched the service in Calgary last Thursday afternoon, potentially in violation of several city bylaws.

Mayor Naheed Nenshi encouraged citizens not to use Uber until City Hall can sort out regulations.

Uber was already offering free trips to first-time users in Calgary. This offer is good for trips to and from any polling station, for a value of up to \$15 each

metr

NEWS Calgary Monday, October 19, 2015



Common Digs co-founder Lisa Menzies, right, is envisioning a simple camper that will house all the materials and comfort needed to run kindergarten classes in wild spaces. METRO FILE

# New 'digs,' new wheels

**EDUCATION** 

### Kindergarten nature school on lookout for mobile options



Helen **Pike** Metro | Calgary

As the seasons change, Calgary's new outdoor kindergarten is looking for shelter from the cold — on wheels.

With their first year of enrolment under her belt, Lisa Menzies, co-founder of Common Digs, and the teachers at the outdoor school are looking to branch out and travel to new and exciting places so the kids who love to explore outdoors can see more of Calgary.

In the winter, the park near the nature kindergarten school house is a pretty long walk for the kids.

'They could use (a vehicle), and they would be able to have a place to warm up, and they could stay out longer," Menzies said. "The other reason that we're hoping that we can use it is we can't currently meet the demand that we have for family to put kids in forest school."

The forest school, run by the same group, is a preschool program run twice a week out of two locations.

"We just can't find enough permanent locations with classrooms that are inside, so we thought this might be a way to kind of meet that demand and be able to go to different places in Calgary that are a little bit wilder than your average park.'

She added they wouldn't be transporting kids, but rather creating several spaces and opportunities for parents to drop off children for class while being able to show more Calgarians in different areas of the city what their program is all about - a way to do community outreach.

Menzies envisions the warmup station as a simple and practical build. A simple camper and some benches, it would include all of the materials the kindergarten needs to function in any given location. But to make their dreams reality the project needs funding.



The group has made a pitch to the Aviva fund in hopes they can get the money they need to go forward with their mobile classroom.

# Second cyclotron on province's radar

**Brodie Thomas** For Metro | Calgary

Alberta Health Services is evaluating the need for a second

cyclotron in Calgary.

That machine is used to manufacture a radioactive compound given to patients before PET scans.

Mauro Chies, chief program officer of clinical support services with AHS, said delays this month and last were caused by a malfunctioning cyclotron in Edmonton — the only one that can produce the product for Alberta.

The machine is generally very reliable, according to Chies

"In the last five years there's been two, maybe three (breakdowns) at most," he said.

Last week, Metro reported on a Calgary woman who has twice had her PET scans rescheduled because of equipment malfunctions.

Erica Malanchuk has Stage 3 cervical cancer, and needs the scan to see if her latest rounds of chemotherapy have been successful.

She said after making several calls and being persistent, she had her scan rescheduled for Wednesday.

"It's the most important test you can get during your treatment, and I think they need a backup," said Malanchuk.

Chies said generally cyclotrons are installed in areas as close as possible to the PET scanners, since the radioactive product loses its potency within hours.

Calgary supply has been trucked in from Edmonton, meaning fewer patients can be scanned in Calgary.

AHS hopes to resume normal PET scans Monday.





# A sinister show of lights

**TECHNOLOGY** 

### Calgary teen sets up hightech Hallow's Eve display



Jeremy Simes For Metro | Calgary

Deanne Allan would've liked her son Brendan, 17, to set up his Halloween light show after Thanksgiving. Well, that didn't happen

Well, that didn't happen — Brendan was a little antsy and wanted to create something for his neighbours to enjoy, she said.

In late September, Brendan began to string numerous light strips across the front facing side of the two-story home. On top of that, he installed a few flood lights, two projector screens and three plastic pumpkins.

"I'm always worried when he's up there installing things," Deanne said. "I just hope he always comes down



Brendan Allan-Bellingham spent a few months crafting his home's Halloween light show in the city's northwest. Jeremy SIMES/FOR METRO

safely.'

Brendan said he would've added some flamethrowers, but that was a bit much for his mom.

To get the show running properly, he used three Raspberry Pi computers — which

are credit-card sized programming chips — to run the light show and videos.

But before he plugged everything in, he used a computer program called xLights to craft the show, ensuring the lights were the right colours at the right time, and moved on cue.

Brendan said he's loved working with visual and audio tools ever since he saw his first Christmas light show on YouTube.

"To be honest, this wasn't



### I'm always worried when he's up there installing things ... I just hope he always comes down safely.

Deanne Allan, discussing her son's project

so much for Halloween," he admitted. "I mean, it's my favourite holiday. But this was a good excuse to do this."

Now, the show is ready to go and can be played with a push of a button through an iPad app he created.

"He works so hard and keeps learning and trying things," Deanne added. "It's really cool."

The light show will be available for viewing on Oct. 29, 30 and 31.

Each show starts at 7 p.m. at 31 Citadel Acres Close NW. If you can't make it, you can watch a video of the light show at metronews.ca/calgary.

**ENVIRONMENT** 

### Charges laid over foul water

Two companies have been charged over a huge 2013 spill from a coal tailings pond that fouled tributaries feeding the Athabasca River.

Coal Valley Resources Inc. and Sherritt International Corporation face six charges under Alberta's Environmental Protection Act, Public Lands Act and Water Act. The charges follow a spill of about 670 million litres of waste water that gushed out of a broken earth berm at the Obed Mountain mine near Hinton on Oct. 31, 2013.

The Alberta Energy Regulator said at the time of the spill, Coal Valley operated the mine as a subsidiary of Sherritt, and material in the spill included minerals, bits of coal and a substance used in coal production.

Sherritt said it was reviewing the charges.

"The release at Obed Mountain was an unfortunate occurrence, but does not reflect on Sherritt's commitment to operational and environmental safety," said a company spokesman.

THE CANADIAN PRESS



Choosing the program that's right for you is a big decision. That's why SAIT Polytechnic offers free information sessions – your golden opportunity to discover your program options, ask questions, and sometimes, tour our campus.

### **RAILWAY CONDUCTOR**

Get your future on track and become a Railway Conductor! Get the hands-on training and experience that companies are looking for to get into this industry.

- 15-week certificate
- · High graduate employment rate
- Excellent starting wages
- Opportunity for advancement to locomotive engineer and management roles

Join us Wednesday, October 21 at 6:30 pm at the Centre for Rail Training and Technology – 1940 Centre Avenue NE.

Visit sait.ca/transportation for more information and to register.

**OPEN HOUSE - NOVEMBER 6 & 7** 



### RECEPTIONIST/ SALES COORDINATOR

Reporting to the Administrative Specialist and Business Project Coordinator, Western Canada, the right candidate will carry out a range of administrative and operational tasks related to the daily operations of the business in the Metro Calgary operation. As well as provide operational and executive support to the Sales Manager, Metro Calgary and any additional administrative support as directed.

### PRIMARY RESPONSIBILITIES:

- $\bullet$  Responsible for all administrative projects as assigned
- $\bullet$  Responsible for the general daily office operations
- Assist in maintenance and control of the office budget
   General reception duties and Customer service requests
- Oversee couriers and mail: both incoming and outgoing
- Supervise the implementation of new office systems from various shared service departments.
- Review and update health and safety policies; coordinate with JHSC
- Responsible for maintaining accurate staff lists and directories.
- Answering telephones, call screening and forwarding
- Deal with complex queries and complaints, by email, phone and in person
- Advertising Sales Bookings using a computer
- Direct Sales Support
- Completion of numerous reports daily, weekly, and monthly, pertaining to the sales team

### REQUIREMENTS OF THE POSITION:

- $\bullet$  2-3 years of demonstrated success in a similar role
- Great organizational and time management skills
- Outstanding communication skills
- Intermediate knowledge of Microsoft Office Word, Excel & Outlook
- Attention to details and thoroughness in the execution of tasks
- Must be a team player with a great, and we mean great, sense of humor

Interested individuals who possess the skills described above are requested to submit their resume and cover letter via email to hr@metronews.ca no later than October 23rd, 2015. PLEASE QUOTE: "Receptionist/Sales Coordinator - Calgary" in the subject line. All submissions will be treated as confidential.





The Edu App Challenge pairs students and teachers with professional developers to create innovative apps that help improve

# Programmers join youth to create education app

### **TECHNOLOGY**

### \$10K will be doled out to winning prototypes



Aaron Chatha Metro | Calgary

The organizers of the Edu App Challenge have one goal in mind: fill the technology gaps in education with input from their greatest resource — the students. On November 6 to 8, students

will join forces with professional developers, designers, teachers and entrepreneurs to create a prototype app within 48 hours.

What kind of app? That depends entirely on the students.

Representatives from Calgary schools will be on hand to talk about education problems regarding technology, and then pitches will be heard on how to address those problems.

"I think because it's going to come from the community, really from students and teachers, these will be ideas of substance," said organizer Hannah Cree. "It's not coming from just one person, but it's a commun-



Registration is available to anyone older that 14 at www.eduappchallenge.org.

ity driven app, and I think that's what we need to really break open this education tech space."

The best pitches will be accepted, and groups will be formed from a balance of students, teachers and developers.

Cree said many students are already very in tune with technology, but they may not be using it in the most product-

ive ways.
"There's a lot of fears kids will just surf Facebook and Instagram, and those fears are because that's what their parents do," she explained. "So, we want to create interactive apps that make them think and change and edit, and employ critical thinking.'

During the challenge, industry professionals from sectors including arts, education, technology and sales, will drop in to chat and mentor students. When it's over, the groups will present their prototypes to a panel of judges, who will award \$10,000 in prizes.

### Why is it important to vote this election?







It's important because it's the only way we can collectively band together to make something happen. You can't complain if vou don't vote.



It's important so that your voice can be heard and that you can make a difference.



Victoria Tang. 19. student at the **University of Calgary** 



Melissa Rotzien, 25, children disability worker

It's important that the government **knows** your opinion as a citizen and it's important that you get a say in who runs the country and how it's run.



**TO STRENGTHEN** OF CALGARY'S YOUTH

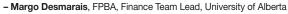


### PROFESSIONAL BUSINESS ACCOUNTANT DIPLOM Your small & medium-sized business accountant

- Earn up to \$80,000 per year
- Prepared to become a full cycle accountant with accounting designation
- No degree required
- Ideal for individuals who want to be self-employed/entrepreneurs

Duration: 19 months including 3 month practicum.

"PBA has opened doors for me in the sense that it has given me the ability to advance in my career. It was my designation that allowed me to get the job I currently hold."







**SESSION** 

You are invited to an

INFORMATION

Thursday October 22nd, 2015 7:00 pm - 9:00 pm

> Sandman Hotel **Calgary City Centre** 888 7th Ave SW, Calgary, AB

All attendees will receive \$250 bursary Please RSVP to rsvp@stenbergcollege.com or by tel: 1-855-227-3460



1-855-227-3460 • www.stenbergcollege.com



**Aaron** Chatha Metro | Calgary

For the Calgary Board of Education (CBE), international students represent big money. International-student fees totalled more than \$11 million last year, gleaned from 982 students.

But beyond the dollar figures, the CBE said, international students can have a profound impact, introducing Canadian students to new cultures and spreading Canadian culture to other parts of the world.

Abril Padilla is in Grade 12 at Lord Beaverbrook High School and in her third year of schooling in Canada, after her family moved from place to place through Mexico and the Dominican Republic.

'Sometimes it's even harder to leave this place when I go to holidays," Padilla said. "Home is where my parents are; they move and that's my new home because I haven't really been able to be attached to material things or even a room. So this is actually the place I've been for the longest. This is my home."

Padilla said her parents chose Calgary to give her a better education. Her original stay was only going to be six months, but it's now expanded indefinitely. She plans on taking hotel management at SAIT, as her father runs

Sheila McLeod, director of Global Learning, said Calgary is often selected by international parents so their children can have a Canadian learning experience but without the big-city vibe of Vancouver or Toronto.

McLeod helps place students in schools that are the best fit for them, but with school utilization rates at 86 per cent, that's not always possible. The CBE has said more than one-third of its schools are full. Last week, the CBE approved a request for 36 new and replacement portables to help overcrowded schools.

'We don't put students in schools that are over capacity," McLeod said. "Local students always have access before an international student."

Grade 12 student Haowen Feng, from China, said the stark differences sometimes surprised him, such as how quiet he feels Canada is and the relationship between students and teachers.

Teachers and students are more equal here, while in China, you need to be very respectful and the teacher is kind of higher than you," he said. "The teaching style here is more flexible."

# Another benefit of global students Uber creates a cruel cab conundrum in Calgary

OPINION

### Hard to say if riders can take part in good conscience

**Jeremy** Klaszus



When the controversial rideshare company Uber launched in Calgary last week, it didn't put much effort into assuaging the worries of its critics.

The list of Uber's alleged sins is long, with the company accused of everything from

underpaying drivers to discriminating against riders with disabilities. It flouts local laws, consequences be damned.

Instead of putting on a kinder, gentler face here, Uber opted for its trademark brazenness, trotting out Calgary businessman W. Brett Wilson to praise the company's defiant entrepreneurship.

At city hall, meanwhile, Mayor Naheed Nenshi was put on the defensive. He urged Calgarians not to use the service until insurance and regulatory issues are sorted out. City administration is exploring options for regulating ride-share services like Uber.

The rest of us are left with a dilemma: can we go ahead and

use Uber in good conscience or not? Like many, I'm torn.

The taxi system is inefficient and inelegant, my least favourite way of getting anywhere in the city. It's outdated and, used regularly, unaffordable. All aspects of the user experience are hit-and-miss.

The newly launched UberX service seems seductively sleek and efficient, giving riders a strong sense of control. Within seconds, you can get a fare estimate, request a car, see who your driver will be and track their progress toward your location — all on the app, where payment occurs, too. No need to fish out credit cards or cash. And the pricing is competitive.

Predictably, owners of taxi

companies are in a panic, stressing the importance of following local bylaws and regulations — rules that just happen to protect their companies and disallow Uber.

That's a bit rich. They might want to deliver that talk on obeying laws to the cabbie who started driving while I was hooking up an infant car seat, with the baby not yet clipped in.

Cab companies are throwing everything they can at the wall and seeing what sticks, but they're largely to blame for their own misery.

Coun. Druh Farrell called them out for this last week. "The taxi industry has resisted almost every innovation proposed by the city over the years, creating fertile ground for competition," she tweeted.

She also admitted the city isn't blameless, either, as there has been "a reluctance to recognize and prepare for the inevitable.'

Unfortunately, it's the taxi drivers who will get stuck paying the price in all this. It's an old story.

All things considered, I'm leaning toward siding with Nenshi and not using UberX until proper regulations are in place. But one can only wait so long. The city is already lagging, and council isn't scheduled to meet and discuss this until Nov. 16. They need to step on it.



UNDEATH ZOMBIE WALK A STAGGERING SUCCESS From left: Willow, Matther, Phoenix and Rebecca Melanson were at their undead best Saturday as dozens of people participated in the 10th annual zombie walk that went from Olympic Plaza west along Stephen Avenue to Millennium Park. LUCIE EDWARDSON/METRO

# Erased audio of trustees recovered, released



Braeden **Jones** Metro | Edmonton

Infighting between Edmonton Catholic School District trustees continued Friday after the deleted audio that sparked a police investigation was recovered and released.

The audio of an Oct. 1 meeting was erased that day by trustees Marilyn Bergstra and Patricia Grell because the recorder was left running after the meeting adjourned.

Grell said Thursday they meant to erase a "private conversation" from after the meeting, not the entire file.

Bergstra backed Grell's story,

saying there was "no ill intent."

On Friday, former board chair Debbie Engel released the audio because of what she called "inconsistencies" with Grell's account.

The tape opens with Engel voicing her frustration at Grell for leaking an internal document from the council of Catholic school superintendents in

September, which was meant to inform the district's gender identity and expression policy.

Then, once alone, Grell and Bergstra discuss how the failure to pass that policy Sept. 15 and the ensuing drama are "ridiculous" and how the new policy was not ready and lacked consultation.

The two trustees then share

details of a secondhand conversation in which someone at the now-infamous Sept. 15 meeting made disparaging comments about Engel — and then they notice the recorder.

They fumble with it, someone says, "Rewind it," someone whispers "Erase," and after they decide to "Turn it off," it ends. WITH FILES FROM TIM QUERENGESSER

metr

NEWS Calgary Monday, October 19, 2015

# Trudeau makes pitch to Alberta



### Liberal leader campaigns in Conservative heart of nation

One day away from potentially following in his father's footsteps to the Prime Minister's Office, Justin Trudeau sought to make amends with voters angered by his dad's policies.

The Liberal leader spent the last day of the campaign, and the anniversary of his father's birthday, appealing to the deepest blue pockets of the country: Conservative Alberta and nationalist Quebec.

He campaigned Sunday in Calgary, on what would have been Pierre Elliott Trudeau's 96th birthday, with a message he hoped would reassure Albertans before the country goes to the polls.

Trudeau went right to the

heart of a long-running Liberal burden: The national energy program.

"Ĭ will never use western resources to try and buy eastern votes," he said after delivering a speech to supporters who packed a banquet hall in the city.

"I am focused on bringing this country together and I believe that Albertans, like all Canadians, need a government that is focused on pulling people together."

Alberta is Canada's Conservative heartland and hasn't had a Liberal MP since Anne McLellan lost her Edmonton seat in 2006.

Calgary, Conservative Leader Stephen Harper's adopted hometown, has been even more unkind to his party it hasn't elected a Liberal since 1968. That year, Pat Mahoney captured a seat amid Pierre Trudeau's majority mandate victory amid the so-called Trudeaumania.

The younger Trudeau, how-

ever, is mindful of some of the baggage his family name carries in this part of the country ever since his father created the National Energy Program in the 1980s.

Trudeau said he first tried to ease some of the deep-rooted distrust Albertans have for Liberals when he visited Calgary a few years ago during his run for the Liberal leadership.

"I was very clear ... in saying that it was an error to pit one part of the country against another with a program like my father's program," said Trudeau, who also held a rally earlier Sunday in Edmonton. THE CANADIAN PRESS



I will never use western resources to try and buy eastern votes.

Justin Trudeau



Justin Trudeau made stops Sunday in both Edmonton, pictured, and Calgary. PAUL CHIASSON/THE CANADIAN PRESS



### 🛑 IN BRIEF

### City to make appointments

City council will be making councillor and citizen appointments to a number of boards, commissions and committees on

The Taxi and Limousine Committee is set to receive a chair. The Silvera For Seniors Board will get several appointments, as well the Calgary Public Library Board and the Calgary Aboriginal Urban Affairs committee.

Discussions will be held in camera, followed by a report to council on the recommendations. METRO

### Restaurants get involved

Calgarians will have the chance to dine out for a good cause on Wednesday night.

Ten local establishments will take part in Restaurants for Change, donating their proceeds from that date to support healthy food access and food programs in low-income communities across Canada.

Visit restaurantsforchange.ca to see who is taking part. METRO

# FLU SHOTS

Flu Shots starting Oct. 20, 2015



Get yours at Safeway!

Talk to our **pharmacist** for details.

Stop by our pharmacy or book your flu shot online at www.safeway.ca/RxAppt



Talk to your healthcare professional, including our pharmacist, about having your own immunization record reviewed to determine your individual needs. Vaccines may not be suitable for everyone and do not protect all individuals against development of disease. Some vaccines may require a prescription. Vaccines may not be available in all locations. Age restrictions may apply. Check with our pharmacist for further information

### **Imposter helmets** raise concerns

Biomechanical engineer Alyssa DeMarco is distressed whenever she spots two nearly identical snow-sport helmets — with a subtle difference that could be life shattering.

Superior helmets are certified by an international standards organization, but in Canada there's no law on safety regulations for ski or snowboard headgear.

Imposter helmets are a big concern as Canadians prepare for another winter sport season, said DeMarco, who leads the helmetresearch team at MEA Forensic.

In a sports culture that has now vastly accepted helmets, it's the danger of substandard products that worries DeMarco.

She's seen inadequate helmets at a Whistler ski resort many times and said it's hard for consumers to tell the difference.

'They're the same price, the same look, similar boxes," De-Marco said. "You could very easily get confused and end up buying a hard-hat helmet, which is lacking what makes a helmet a helmet.

The major distinction is an energy-absorbing liner, she said, adding the deficiency would not exist if the federal government required only certified helmets be sold. THE CANADIAN PRESS

### **POST-SECONDARY INSTITUTIONS**

### 'Echo chambers' boost online threats

Social media experts say two threats against Ontario universities in the past few days are symptoms of an online "echo chamber" that creates a breeding ground for hoaxes, but note the penalties for such pranks can be severe.

A threat against Wilfrid Laurier University in Waterloo, Ont., was posted online Friday, and a second was posted against Mc-Master University in Hamilton, Ont., Saturday.

The threat against Laurier, posted anonymously on the forum 4chan, triggered a lockdown that paralyzed the campus for nearly six hours.

The lockdown started at about 6 a.m., and was lifted at about 11:30 a.m., said spokesman Kevin Crowley.

There was no lockdown at Mc-Master but police said there was increased security on campus.

Police said they considered the Laurier threat credible, in part due to its similarity to a warning posted before the Oct. 1 shooting rampage at an Oregon college that resulted in 10 deaths, including the gunman. And just a week ago, the University of New South Wales in Australia was similarly threatened on 4chan.

"We're in a cultural moment now where it feels very possible that someone may come and do violence on a university campus," said Aimee Morrison, a professor who specializes in digital communication at Waterloo. "It does in fact inspire real terror for the people who may be affected." THE CANADIAN PRESS

# Parents gonna let Kanye finish rant on in-app buys

TECHNOLOGY

### Rapper latest to bemoan purchases in kids' games

Toronto single mom Robyn Holmes sympathizes with Kanye

Like the hip-hop star, who recently dropped an F-bomb on Twitter over in-app purchases for kids' mobile video games, Holmes has been burned by her young child inadvertently racking up a bill on her tablet.

In Holmes's case, her thenfour-year-old daughter was playing Angry Birds and clicked on over a dozen in-app purchase prompts to advance to new

"Then I start receiving these emails on my device, 'Thanks for your purchase,' and I'm like, 'Oh my God, what purchase?" recalls Holmes, an IT problem manager.

"I look and all of a sudden I've got this \$80 bill for stuff that she's bought.'

Holmes didn't realize that certain settings on the tablet allowed her daughter to make in-app purchases. She's since learned her lesson — one that West clearly did as well, based on his recent tweet that started with an expletive and then derided "any game company that puts in-app purchases on kids games!!!

"That makes no sense!!! We give the iPad to our child and



In-app purchases are normally available in games that are advertised as free to download. ISTOCK

every 5 minutes there's a new purchase!!!" West continued in another tweet.

"If a game is made for a 2 year old, just allow them to have fun and give the parents a break for Christ sake.

Actor Jack Black has also been affected by costly in-app purchases, lamenting on The Tonight Show Starring Jimmy Fallon in May that his young son spent \$3,000 on just one game.

In-app purchasing is typically available in games that are advertised as free to download. Sometimes just the first few minutes of play are free, or users may be

tempted with the option to buy more lives, bonus features or premium content with real money.

Digital media expert Aimee Morrison, associate professor of English at the University of Waterloo, says the problem improved somewhat after developers of "free" games started indicating in-app store descriptions when in-app purchases were

But the total cost of in-app purchases can vary wildly, she adds. Some games offer dozens of hours of fun for just a few bucks, while others require substantially more.

The biggest piece of advice from experts is for parents to change settings on their devices to prevent children from making such purchases.

Parents can also seek out kids' games that don't have such traps.

Toronto-based studio Sago Sago, for instance, makes apps that are free of in-app purchases and third-party ads for children two to four. Instead, most of the apps cost \$2.99 upfront.

'It creates challenges for us but the reality is that we've won the trust of a lot of parents," says CEO Jason Krogh.

THE CANADIAN PRESS

# **Tandem** Bay 4

from the low \$500s including lot + gst





- Great selection of homesites
- Eclectic architectural styles
- Unique urban-modern elevations
- Extensive community shops and services
- Close to LRT and Fish Creek Park





With Optik,™ you call the shots. Our smaller, more relevant theme packs mean you can get more of the channels you want and pay for less of the ones you don't.



Take control. Call **310-MYTV (6988),** visit **telus.com/calltheshots** or a **TELUS store**.





the future is friendly.

**TELUS STORES** 

North East

Country Hills Town Centre

Marlborough Mall

Sunridge Mall

1353 32nd Ave. NE

2520 23rd St. NE

North West

Beacon Hill Shopping Centre

Market Mall

North Hill Centre

South East

Chinook Centre

Deerfoot Meadows

Shepard Centre

Southcentre Mall

3012 17th Ave. SE

4410 50th Ave. SE

4825 Macleod Trail S

6039 Centre St. S

6100 Macleod Trail S

7825 Flint Rd. SE

South West

Bankers Hall

Bow Valley Square

he Core

Shawnessy Shopping Centre

Westbrook Mall

Westhills Town Centre

321 6th Ave. SW

2008 33rd Ave. SW

4623 Bow Trail SW

Airdrie

2145 Summerfield Blvd.

Cochrane

201 Grand Blvd. W

Okotoks

31 Southridge Dr.

118 Elizabeth St.

Rocky View County

CrossIron Mills

Strathmore

55 Wheatland Trail

Canada | metr

NEWS **12** Monday, October 19, 2015

# PEADY TO ENGLE | Metro's daily primer on what the parties are saying about the issues that matter to urban Canadians

"Big parties are corpor-

ations, they're top down,

they monopolize," he tells

me. Anti-Harperites "don't

er," they mean one of the

mean 'anyone but Harp-

# Building a bridge to democracy in Canada



### ROSEMARY WESTWOOD

Meeting David Berlin gives you a jolly, fizzy feeling, like someone just cracked the two-litre tonic bottle and you can already taste the tingly gin. Like the fun is imminent.

That's not the feeling I have about this election, although I will grudgingly vote. It's not just that I'm exhausted — I'm uninspired. And so I sought out Berlin. I'd heard he was excitable and passionate about our democ-

Berlin bubbles with Santa Claus-style joy and the professorial charm of a Bernie Sanders, the same wispy hair that flies — like his thoughts — in all directions. But he speaks far more quickly, punctuating statements with a twinkle in his eye.

A tall, oval man capped

launches into an off-topic story the moment he sits down and by the time you wake from his rolling narratives an hour later, you're hooked.

So it shouldn't be, if you're going by charisma ("I'm kinda a charismatic guy! I know," he admits), that you're only hearing of this candidate on election

Berlin is offering Canadians maybe the most appealing, and most upending, ideas. He says a major national Canadian newspaper (he won't name which one) would not publish them, even after they'd commissioned a column about his ideas.

Berlin is also the founding editor of The Walrus, the former owner and editor-in-chief of the Literary Review of Canada, a memoirist, journalist - which is to say, a man you can't write-off as

only mainstream media mention of his party that I could find appeared in a CTV article titled "Rhinos and Pirates: A look at Canada's federal fringe

He's not a revolutionary, he says. Nevertheless, about a year and a half ago he founded a new political party - The Bridge Party - which hopes to remake democracy in Canada.

The aim is to end the election of political parties - the party to end all parties, yes - and instead create a system where Canadians debate policy, find some kind of consensus, and then vote on who will administer that

calling it the "departmental system.

Think of the electorate like city hall, and elections like the request for proposal process. The politicians, such as they'd be, would be experts in finance if they won the bid to run the finance department. Electing a prime minister would be more like selecting a head manager. The PMO wouldn't set policy: Canadians would. It's a vision to put an end to the cult of personality.

And as far as "big ideas" go, it's mammoth. There's a good chance I'll mess up trying to explain it (if Berlin was going to explain all the nuances, it would take

"You're supporting a corporate idea. These guys have the money, they dominate the media," he

established parties.

. "Your apathy or cynicism is grounded much deeper than you've gone. It's time to withdraw legitimacy from the system, he says. He rejects the idea that politics should be founded on suspicion, full of checks and balances to keep everyone

"I would like a nice, smooth transition," he says, to a system he argues can take on challenges like climate change, the future of jobs and extremism. "There's a litany of problems coming toward us, and if you listen to (political parties) carefully, they're talking 19th Century vocabulary. They cannot update them-

selves."

The Bridge Party has a twinge of the absurdist — I ask what his family makes of it. He says his wife is starting to come around, and his kids wonder, "what's he up to now."

"When I started the Walrus, there wasn't a yay-sayer around," he notes, optimistically. "I'm kinda used to the idea that everybody thinks I'm out of my mind, until they don't."

Still, ignored by media and facing the ire of mainstream party-faithful friends, Berlin is finding this project "lonely."

"I have not been successful with this idea," he says, somewhat disheartened sounding.

"Yet?" I ask.

"Yet."

# **Prominent Canadians have their say**

mind, until they don't.

I'm kinda used to the idea that

David Berlin, leader of The Bridge Party of

Canada and founding editor of The Walrus

everybody thinks I'm out of my

To create a political system that engages young people. To reinforce the importance of First Nations. To make greenhouse gas emissions a top priority in Ottawa. Because every opinion matters. Those are just a few of the reasons prominent Canadians say they're voting today — and Facebook hopes they'll give others an extra incentive to do the same. Messages from musicians, environmentalists, TV personalities and more are being featured today on Facebook Canada's page as the platform works with Elections Canada to boost voter turnout.

Here's what some of the famous faces have to say. ANGELA MULLINS METRO



**Craig Kielburger** Free the Children

I'm voting for a political system that engages and includes young people. Youth issues have a ripple effect. They impact everyone and our country's ability to thrive



**David Suzuki** The David Suzuki Foundation

(1) I'm voting because we have had 10 years of no government action to reduce Canada's greenhouse gas emissions. This is the most important issue that isn't being raised by the media.



**Damian Warner** Pan American decathlete

Our lives have been shaped by our history ... a history of men and women who sacrificed their lives for the freedom we eniov todav. An important part of that freedom is the ability to choose those who govern us.



**Perry Bellegarde** Assembly of First Nations

( I will vote on Oct. 19 to reinforce my message that First Nations' priorities must be Canada's priorities and that we must close the gap in the quality of life between First Nations people and Canadians.



Jann Arden

am going to vote because it's an honour and a privilege that many

people in the world are denied. I am going to vote because my voice matters and what I think matters. I am going vote because I want change. I am going to vote because it is my right as a free and democratic Canadian.

ALL PHOTOS VIA FACEBOOK

DID YOU VOTE? TELL YOUR FRIENDS!

• Facebook is rolling an "I'm a voter" button onto news feeds of Canadians who are 18 and older today. When you tap it, you can proudly declare that you've done your civic duty or you

can simply click through to **Elections Canada's website** 

for voter information.

metr®NEWS Canada Monday, October 19, 2015 13

# Charities tied up with ribbon drives

### FUNDRAISING

### Market getting crowded with many groups using symbol

Nearly 25 years since the red ribbon became the global symbol of AIDS awareness, countless other organizations have highlighted their causes through ribbons.

Pink ribbons for breast cancer awareness and white ribbons in support of anti-violence emerged in the 1990s. Now awareness ribbon campaigns have expanded into the dozens, with every shade linked to multiple movements.

Purple ribbons are affiliated with a number of different health conditions including Alzheimer's disease, cystic fibrosis, epilepsy, lupus and pancreatic and thyroid cancers.

While completing her book Ribbon Culture: Charity, Compassion and Public Awareness, author Sarah Moore said she realized "the saturation point had been reached" for awareness ribbons.

"I started talking to younger people who had perhaps come to ribbons a little later and haven't necessarily witnessed the rise of the red ribbon and pink ribbon in the early '90s. And these things had become pretty fully fashion accessories," said Moore, a sociology lecturer at the University of Bath.

"It was really striking the fact that a really significant number of people ... couldn't actually tell me the cause that their ribbon related to.... I think it's problematic. It's a crowded marketplace."

White Ribbon communications manager Clay Jones said the namesake symbol is a vital, visible tool for the organization, which promotes gender equality and ending violence against women and girls.

"I think getting the message out that way, it's a bit more passive, but it's definitely worth it," Jones said of the white ribbon.



# These things had become ... fashion accessories.

Sarah Moore

Still, he acknowledged that the organization is aware the market is "saturated."

MJ DeCoteau is founder and executive director at Rethink Breast Cancer, which targets a younger audience in an effort to raise awareness about the disease.

DeCoteau said both the pink hue and the ribbon have been helpful as an "instant way to communicate" the cause, but noted that additional efforts are critical in helping to effect change.

"It's not just all been solved by putting on a pink ribbon and feeling like: 'I'm raising awareness, I'm engaged in the cause.' It's a passive way of being engaged," she said. THE CANADIAN PRESS



A woman pins on a white ribbon symbolizing efforts to end violence against women, and to mark the 22nd anniversary of the Ecole Polytechnique massacre in Montreal in December 2011. RYAN REMIORZ/THE CANADIAN PRESS FILE



### **EDUCATION THAT GETS YOU HIRED!**



- Government funding and scholarships available
- Career-focused training programs tailored to the demands of the marketplace.
- Flexible class timings
- Quality hands-on education

HELPING YOUR CAREER MOVE FORWARD

403-719-4300

www.abmcollege.com 3880-29 St. NE, Calgary AB

Health Care Aide • Medical Office Assistant & Unit Clerk • Massage Therapy Accounting & Payroll • Oil and Gas Administrative Assistant • Hairstyling Legal Assistant • Business Administration • Hospitality Business Management

### **HUDSON'S BAY OPTICAL**



Signature and Designer packages include plastic, scratch-resistant lenses or Instinctive progressive lenses; High-Definition package includes premium progressive high-definition lenses. Specialty lenses, extra features, and strong prescriptions are additional. May not be combined with any other offer, vision care plan, package pricing or prior orders. See optician for details. Offer end November 3, 2015.

TO SCHEDULE AN EYE EXAM, VISIT THEBAY.COM/OPTICAL OR CALL YOUR NEAREST HUDSON'S BAY LOCATION

Calgary Downtown Calgary Market Mall Calgary Southcentre Mall 403-262-0345 x3358 403-286-1220 x406

all 403-278-9520 x450

**HUDSON'S BAY** 

# Now it's time to vote

**ELECTION 2015** 

### Liberals surf into lead in last of public opinion polls

Canada's extraordinarily long 78-day election campaign that culminates Monday was always going to be one for the record books, and what transpired over the campaign's final weekend is eye-popping.

There was tough-on-crime Conservative Leader Stephen Harper with his drug-demonizing campaign strategy holding a Saturday night rally in Toronto with former Toronto mayor Rob Ford, the world's most celebrated crack addict of 2014, just as new revelations were published detailing Ford's bizarre and disturbing behaviour while in office.

And there was Liberal Leader Justin Trudeau spending the final day of the race in Edmonton and Calgary while making an electoral pitch to Quebecers and all but trolling Harper's old Alberta-based



Stephen Harper, right, supports Nav Bhatia in Mississauga. Jonathan Hayward/The Canadian Press

In downtown Toronto, Mulcair was left invoking the name of Jack Layton on the late NDP leader's old turf in a last-chance bid to restore New Democrat hopes.

What began Aug. 2 as a tight, three-way race with the NDP in the lead and Liberals trailing appeared to flip on its axis in the final week, with Trudeau's Liberals surfing into election day on a rising wave of public opinion and the New Democrats a distant third in every public opinion poll.

When Parliament was dissolved for the election, the Conservatives had 159 seats in the 308-seat House of Commons, the NDP had 95 and the Liberals 36.

Thirty new seats have been added this election, including 15 in Ontario, bringing the total to 338 and upping the number of seats needed for a bare majority to 170. THE CANADIAN PRESS

### All those ballots not destined for blue box



Millions of VIPs will land in Ottawa next week - very important papers, that is.

Elections Canada produced 26.4 million ballot papers this year. That's one for each eligible voter in the country, and they won't just end up in the recycling bin once the votes are counted.

"The ballots are packed into boxes and shipped to a central location in Ottawa, where they're kept in archives for a period of 10 years," Elections Canada spokeswoman Leanne Nyirfa said. "Our system is very prescribed and well thought-

After votes are counted Monday night, each ballot will be numbered and tracked, including unused ballots. They will be sealed in envelopes, put inside the poll bag and placed back into the ballot box.

The Deputy Returning Officer then places the box in a secure area until the validation of results, which happens

shortly after the election. Once this is done, they are shipped to Ottawa.

It's a closely monitored process dictated by a 52-page guidebook, Nyirfa said.

"We need to record the number of each ballot onto a form, so they're not just thrown in (the box)," she said. "And we make sure they're sent securely in transportation.'

Nyirfa said she expects about 71,000 boxes of ballots to arrive at the Ottawa warehouse this year - an undisclosed location she said is even more organized than a library.

And that's important, considering how tight some of the races can be in some of the country's 338 electoral districts, she added.

"There wouldn't be a nationwide recount of all these ballots, but there might have been a race where it was really tight and they request a recount," Nyirfa said. "That happens quite commonly."

The thousands of boxes of ballots will meet their demise 10 years from now, destroyed in an "environmentally-friendly way," Nyirfa said.

**ENVIRONMENT** 

### **Feds halt Montreal** sewage dump plan

A federally-appointed panel of scientists will study Montreal's plan to dump eight billion litres of sewage into the St. Lawrence River.

**Environment Minister Leona** Aglukkaq made the announcement on Sunday.

Environment Canada says the city did not provide enough data to conclude whether or not the untreated wastewater would be "acutely toxic."

The three scientists have until Nov. 2 to complete their analysis, which will include assessing environmental risk and looking at alternative options.

The city had planned to close a major sewer to do maintenance work until Ottawa ordered a temporary halt to the project last week.

Montreal's mayor has described the federal actions as unreasonable and inappropriate and has said delaying the project could cause bigger problems.

THE CANADIAN PRESS

### A LOOK BACK AT CAMPAIGN PROMISES

### **Conservatives**

— A "tax lock" law to ban increases to federal personal and business income taxes, sales taxes and "discretionary payroll taxes" such as CPP, El.

— Set aside \$10 million a

vear to fund summer iobs in the trades for high school

- Continue support for public health-care system and increase health-care funding to the provinces and territories.

### Liberals

- Lower the federal income tax rate to 20.5 per cent on incomes between \$44,700 and \$89,401; raise taxes on the wealthiest one per cent.

— Spend about \$1.5 billion

over four years on a youth job strategy to help 125,000 young people find a job. Increase federal infrastructure investment to almost \$125 billion, from current \$65

### billion, over the next decade. **NDP**

 Roll back expansion of income splitting, save seniors splitting pension income.

— Provide up to \$100 million a year to create more than 40,000 jobs, paid internships

and co-op placements for youth over four years. Invest \$150 million over four years in a green muni-cipal fund to aid sustainable local projects, cleaner transit.

THE CANADIAN PRESS

ELECTION 2015

### **Elections Canada** expects big turnout

Elections Canada is making preparations to cope with what the agency expects will be a heavy voter turnout for Monday's election.

The agency says returning officers in individual ridings can either add additional staff to count advance poll ballots or if extra workers aren't available, the vote count can start before the polls actually close.

Elections Canada says in ridings where there is an early count, officials and witnesses present won't be able to leave and others won't be able to enter the room before the counting session ends.

The agency is preparing for contingencies because of the higher turnout for advance polls last weekend.

Some 3.6 million ballots were cast over a four-day period — an increase of 71 per cent over advance ballots in the 2011 election, when only three days of advance polls were held. THE CANADIAN PRESS

**PUBLIC HEALTH** 

### IVF births expensive procedure for older moms: Quebec study

The cost to Quebec taxpayers for a single baby born to a woman aged 40 and older ranges from almost \$45,000 to more than \$100,000 under the province's publicly funded IVF program, a study has found.

And while no live births were recorded for women age 44, the mean cost of failed invitro fertilization among this age group hit almost \$600,000.

Those findings, say researchers, represent a cautionary tale for any other jurisdiction considering whether to fund a similar program.

In 2010, Quebec became the first jurisdiction in North America to cover the costs of IVF for couples unable to conceive on their own. The program funds

three cycles of the procedure — stimulating ovulation, egg retrieval and embryo transfer - that results in a live birth.

The actual cost is higher: the program does not reimburse

\$104K

cost of every IVF women aged 43

patients for medications needed for IVF, which typically run between \$3,000 and \$5,000 per cycle and are often paid for by private insurance.

During the 2010-12 study period,

246 babies were born to women 40-plus, said lead researcher Dr. Neal Mahutte, medical director of the Montreal Fertility Centre. Researchers found that each live birth achieved

through IVF for women aged 40, and using their own eggs, cost the government \$43,153, a figure that increased exponentially with age, reaching almost \$104,000 for 43-year-olds.

In contrast, IVF treatment that resulted in a live newborn for women under age 35 averaged \$17,919, say the researchers, whose study will be presented Monday at the American Society for Reproductive Medicine annual meeting in Baltimore.

THE CANADIAN PRESS



The IVF process underway. BEN BIRCHALL/THE ASSOCIATED PRESS FILE

metr®NEWS | World | Monday, October 19, 2015 | 15

# Ballot cynicism in Egypt

MIDDLE EAST

### Doubts mar first election for legislature since 2012

A mix of voters' apathy and frustration characterized elections held Sunday for Egypt's first legislature in more than three years, a chamber widely expected to be compliant with the policies of Abdel Fattah el-Sisi who, as military chief, ousted the country's first freely elected leader before he was elected to office himself a year later.

Egypt's last parliament, elected less than a year after the 2011 ouster of longtime autocrat Hosni Mubarak, was dominated by supporters of the now-outlawed Muslim Brotherhood as well as ultraconservative Salafi Islamists. It was dissolved in June 2012 following a ruling by the nation's highest court that its election was unconstitutional.

A largely toothless upper chamber, also dominated by



An Egyptian casts her vote at a polling station in Giza on Sunday. AMR NABIL/THE ASSOCIATED PRESS

Islamists, continued to sit until el-Sisi's July 2013 ouster of Mohammed Morsi, when it was also dissolved.

"There's no incentive to vote," declared 38-year-old Mohammed Mahmoud, owner of a carpentry workshop across the street from a polling cen3

There's no incentive to vote.

Mohammed Mahmoud, businessman

tre in Boulaq el-Dakrour, one of the most densely populated districts in Egypt.

"Even if a candidate has a platform, I don't think it's true. I don't think it will be implemented," he said in Cairo's twin city of Giza, located in one of 14 provinces in which the first of two days of voting took place Sunday.

One of his workers, Mohammed Hassan, echoed the same sentiments: "We've been hearing the same things for 20 years."

Egyptians abroad began voting Saturday and continued Sunday, when voting was underway in 14 Egyptian provinces, including Giza and the Mediterranean port city of Alexandria.

Voting in Egypt's 13 other provinces, including the capital Cairo, will happen Nov. 22-23

Each stage of the vote will be followed by a runoff.

Final results will be announced in early December, and the new house will hold its inaugural session shortly after.

There were no official or reliable figures available on Sunday's turnout, expected to be as low as 10 per cent.

State media reports suggested that while turnout was low in the morning, large numbers of voters cast ballots in the afternoon.
THE ASSOCIATED PRESS

Your Money Matters!

SCIENCE

### A most unusual purchase

For sale: the naming rights to a new insect.

A moth that weighs less than an ounce (28 grams) and measures about an inch (2.5 centimetres) was discovered eight years ago at White Sands National Monument in New Mexico by entomologist Eric H. Metzler.

The rigorous process to have a new species approved has taken several years, but now Metzler, a volunteer at the park, is ready to give his flying friend a name.

That honour is usually bestowed on the person who made the finding, but Metzler wanted to give back to the Western National Parks Association, which has funded some of his research.

"I am not a rich man and I don't have a lot of money to give to charity, but this is the way I could give them money in the form of service. I could use my brains to help them," Metzler said.

The auction went live Saturday on eBay and ends Oct. 23. Bidding starts at \$500. THE ASSOCIATED PRESS

Teacher

### ATTENTION TEACHERS: Get a FREE copy of our new financial literacy program

# Your Money Matters! Your Money Matters!

This teaching resource lets students look at ways to manage the money in their lives. It looks at some of the financial choices that are available to them and examines the rewards and consequences of their financial decisions.

This program is *FREE* to the first 1,000 teachers who apply!

### Find out more at:

classroomconnection.ca/mymoney

NOVEMBER
IS FINANCIAL
LITERACY
MONTH

TORONTO STAR CLASSROOM CONNECTION



THANKS TO TD FOR HELPING US BRING THIS RESOURCE TO SCHOOLS FOR FREE.

World metr
NEWS **16** Monday, October 19, 2015

# Wall goes up in Jerusalem

MIDEAST CONFLICT

### Israel cracks down against Palestinians in city's east area

Palestinians in Jerusalem, more than a third of the city's population, have awoken to a new reality: Israeli troops are encircling Arab neighbourhoods, blocking roads with concrete cubes the size of washing machines and ordering some of those leaving on foot to lift their shirts to show they are not carrying knives.

The unprecedented clampdown is meant to halt a rash



### **Rising body count on** both sides of conflict

In the past month, nine Israelis have been killed in Palestinian attacks and 41 Palestinians have been shot and killed by Israelis, including 20 labelled as attackers.

of stabbings of Israelis. Many of the attacks were carried out by residents of east Jerusalem, the sector captured and annexed by Israel in 1967 and claimed by Palestinians as a future capital.

Prime Minister Benjamin Netanyahu's government has portrayed the measures as temporary, in line with what his advisers say any police de-partment in the U.S. or Europe would do to quell urban unrest. But some allege he is dividing Jerusalem, something Netanyahu has said he would never do.

Arab residents say the latest closures are bringing them to a boiling point and lead to more

"They want to humiliate us," said Taher Obeid, a 26-year-old janitor at the Hebrew University of Jerusalem. He spoke over the din of car horns, as drivers stuck at one of the new checkpoints vented their anger.

Domestic critics say Netanyahu - long opposed to any negotiated partition of Jerusalem into two capitals — is dividing the city along ethnic lines with his security measures.

Some say that due to the growth of Israeli settlements, the land between the Mediter-



Palestinians watch a wall being built between Palestinian and Jewish neighbourhoods in Jerusalem Sunday. MAHMOUD ILLEAN/THE ASSOCIATED PRESS

ranean and the Jordan River has effectively become a binational entity, with Israel ruling over several million Palestinians.

"This is what the future looks like," said Jerusalem expert Daniel Seidemann. "It's the onestate reality.

Seidemann said Jerusalem is a binational city that has remained divided, even after

Israel's hard-line leaders 'can't possibly look this in the eye because they are committed ideologically to a mythical,

united Jerusalem that does not exist in nature," he said.

While Netanyahu has said he supports the establishment of a Palestinian state, there has been no progress, and expectations of a negotiated agreement have faded. THE ASSOCIATED PRESS

# **Bombs** pound towns

Russian and Syrian warplanes pounded targets in central and northern Syria, killing at least four civilians Sunday as ground troops battled insurgents and seized new territory, activists and the government said.

Al-Ghanto village, the town of Talbiseh and other areas north of the city of Homs were hit hard. Government helicopters dropping barrel bombs in the village of Ter Maela, activists said.

Since Russian airstrikes began Sept. 30, Syrian troops have been on the offensive on several fronts, in an attempt to secure supply routes and regain control of strategic areas.

Also Sunday, the Observatory and Lebanon's Hezbollah TV Al-Manar reported that aid was delivered to four areas that were part of a limited UN-brokered ceasefire agreement reached last month. The truce was to end months of fighting between Sunni insurgents and pro-government forces, including fighters from Lebanon's militant Hezbollah group. THE ASSOCIATED PRESS

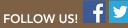






### **SLEEP CHEST CABINET**

A SOPHISTICATED BED IN A VERY SMALL PACKAGE... USE IT IN YOUR HOME OFFICE, SEWING ROOM, LIVING ROOM - IT DOESN'T MATTER WHERE YOU PUT IT. IT WILL SQUEEZE INTO ANY TIGHT SPACE AND LOOKS FANTASTIC!





Christopher Stokes, the general director of Doctors Without Borders, stands amid the charred remains of the organization's hospital in Kunduz on Friday. THE ASSOCIATED PRESS

# Doubt cast on narrative

**AFGHANISTAN** 

### Hospital 'repeatedly hit' by gunship: Director

The head of an international medical charity whose hospital in northern Afghanistan was destroyed in a U.S. airstrike says the "extensive, quite precise destruction" of the bombing raid casts doubt on American military assertions that it was a mistake.

The Oct. 3 attack, which killed at least 22 patients and staff, should be investigated as a possible war crime, said Christopher Stokes, general director of Doctors Without Borders, also known by its French abbreviation MSF.

The trauma hospital was bombed during a firefight between Taliban and government troops, as U.S. advisers were helping Afghan forces retake the city after the insurgents overran it and seized control on Sept. 28. Afghan authorities say they are now largely back in control of Kunduz.

U.S. President Barack Obama has apologized for the attack, and the commander of U.S. and NATO troops in Afghanistan, Gen. John F. Campbell, said it was a mistake. He said the strike had been called in by Afghan forces, but has not explained exactly how it happened or who granted final approval. Internal military investigations are underway, with preliminary results expected in coming days.

According to Associated Press reporting, American special operations analysts were scrutinizing the Afghan hospital days before it was destroyed because they believed it was being used by a Pakistani operative to coordinate Taliban activity.

MSF has denied there were any armed Taliban on the hospital grounds at the time of the attack. "The compound was not entered by Taliban soldiers with weapons," Stokes said.

### 🕒 INVESTIGATION ORDERED

MSF, a Nobel Peace Prizewinning organization that provides medical aid in conflict zones, has called for an investigation by the International Humanitarian Fact-Finding Commission, based in the Swiss capital, Bern.

It is made up of diplomats, legal experts, doctors and

some former military officials from nine European countries, including Britain and Russia

An IHFFC investigation needs the co-operation of both Afghanistan and the U.S. before it can proceed, which neither government is expected to give.

INDIA

# Two teens charged in rape of toddler

Police arrested two teenagers Sunday for allegedly raping a toddler in New Delhi, in the latest incident of sexual violence against a young child in the Indian capital.

Police said they questioned more than 250 residents of the western Delhi neighbourhood where the 2-1/2-year-old girl was raped and left bleeding in a park Friday evening.

The two 17-year-old boys were arrested late Saturday, said De-

pendra Pathak, a top police of-

Pushpendra Kumar, deputy commissioner of police, said after they were interrogated, the teens admitted their guilt.

The toddler was playing outside her home when she went missing during a 10-minute power outage in the neighbourhood. Family members found her lying unconscious and bleeding in a park three hours later.

In a separate incident, police

on Saturday arrested three men for raping a five-year-old in an east Delhi suburb.

The rape of the two girls came a week after a four-year-old girl was found dumped near a railway track after being raped and slashed with a blade in the capital.

The assaults have caused uproar, with Delhi residents accusing the city's government of failure to protect women and girls.

THE ASSOCIATED PRESS

250

Number of residents police said they have questioned in the neighbourhood in which a toddler was allegedly raped.

THE ASSOCIATED PRESS











WE'RE SERIOUS ABOUT EARNING YOUR BUSINESS AND WE'LL PROVE IT Y f

### Takata airbag recall includes 2015 models

The deadly problem with exploding Takata airbag inflators continues to spread to newer vehicles, this time hitting a small number of 2015 General Motors cars and SUVs.

GM is recalling more than 400 vehicles because the side airbag inflators could rupture and send shrapnel into drivers and passengers, according to the company and documents posted Saturday by the U.S. National Highway Traffic Safety Administration (NHTSA).

The GM recall is the latest in a problem that continues to widen with no end in sight. U.S. regulators have warned that more manufacturers and newer models are likely to be recalled. Eight people have been killed worldwide, and more than 100 have been hurt.

So far, about 23.4 million Takata driver and passenger airbag inflators have been recalled on 19.2 million U.S. vehicles sold by 11 different companies, including Honda and Fiat Chrysler.

The latest recall covers certain 2015 Chevrolet Equinox, Malibu and Camaro vehicles as well as the Buick LaCrosse, Cadillac XTS and GMC Terrain.

The recalls currently cover 11 auto and truck companies including BMW, Daimler Trucks, Fiat Chrysler, Ford, General Motors, Honda, Mazda, Mitsubishi, Nissan, Subaru and Toyota. But the NHTSA warned that recalls could spread to Mercedes-Benz, Jaguar-Land Rover, Suzuki, Tesla, Volvo Trucks, Volkswagen and Spartan Motors. THE ASSOCIATED PRESS



The 2014 Chevrolet Silverado is one of 3,300 pick-ups and SUVs being scrutinized. CHEVROLET/THE ASSOCIATED PRESS



Reuniting Loved Ones · Stopping Divorce Removing Bad Spirits · Success in Business **Healing Protection** 

403.802.0367



### IN BRIEF

### **Guinness judge certifies** 122-metre-long baguette as new world record

A judge from Guinness World Records certified a 122-metre-long baguette at the Milan Expo 2015 World's Fair as the longest in the world. THE ASSOCIATED PRESS



Since Royal Dutch Shell announced it was walking away from its exploratory efforts, the Obama administration has taken steps to keep drill rigs out of the region's northern ocean. ELAINE THOMPSON/THE ASSOCIATED PRESS FILE

# U.S. halts offshore arctic drilling leases

**ALASKA** 

### **Senator savs** move will hurt state economy

The U.S. Interior Department announced Friday it is cancelling future lease sales and will not extend current leases in Arctic waters off Alaska's northern coast, a decision that significantly reduces the chances for future offshore drilling.

The news follows a Sept. 28 announcement by Royal Dutch Shell that it would cease exploration in the Chukchi and Beaufort seas after spending upward of \$7 billion on Arctic exploration. The company cited disappointing results from a well drilled in the Chukchi and the unpredictable federal regulatory environment.

Interior Secretary Sally Jewell said the federal government is cancelling federal petroleum lease sales in U.S. Arctic waters that were scheduled for 2016 and 2017.

"In light of Shell's announcement, the amount of acreage already under lease and current market conditions, it does not make sense to prepare for lease sales in the Arctic in the next year and a half," she said.

Jewell said the Chukchi Sea off Alaska's northwest coast and the Beaufort Sea off the state's north coast will not be included in the agency's current five-year lease sale plan.

In addition, current leases held by Shell and other companies in Arctic waters will not be extended.

Beaufort Sea leases are set to expire in 2017, and Chukchi Sea leases in 2020.

Sen. Dan Sullivan, R-Alaska, said the Obama administration is correct in wanting to help Alaska natives and all Alaskans battle the state's high rates of suicide, domestic violence and addiction. But he said the administration doesn't see the link between economic opportunity and making people's lives better.

"They just took real opportunity, significant opportunities that could benefit thousands if not tens of thousands of Alaskans off the table," Sullivan said. "That's not going



Environmental groups say industrial activity in the region further harms marine animals already affected by the loss of sea ice.

Miyoko Sakashita of the Center for Biological Diversity lauded the Interior Department's announce-

"This is great for the Arctic and its polar bears," Sakashita said. "We need to keep all the Arctic oil in the around."

THE ASSOCIATED PRESS

to help the social problems." THE ASSOCIATED PRESS

### MCKS PRANIC HEALING EXPO

Saturday, October 24 11:00AM - 4:00PM

Pranic Healing® is a simple yet powerful & effective system of no-touch energy healing used to Balance, Harmonize and Transform the body's energy and by doing so accelerates The Natural Healing Process.



NORTHLAND PROFESSIONAL CENTRE #402, 4600 CROWCHILD TRAIL NW

for more info 403.993.5266 CPHA.ALBERTA@GMAIL.COM





# Move up to a Cardel

**IMMEDIATE POSSESSIONS AVAILABLE** 



View listings at cardelhomes.com

Built for real life. CARDELHOMES.COM



# 

Politics of the future: Researchers who eased the brain's threat perception with magnetic stimulation observed a decline in patients' anti-immigrant sentiments and beliefs in God

### **Metro MONDAY POLL**

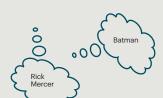
# Design your dream election every Friday to have your say.

: Visit metronews.ca

If you could make a tweak to create your ideal voting system — design your own democracy — what would you do? Have you had enough of attack ads? Do you want to be able to vote from bed, on your phone? We asked our readers how they'd make their personal perfect parliamentary process.

1 If you could write in a candidate for prime minister who is not on the ballot, who would it be?

**26% Chris Hadfield** 20% David Suzuki 9% Grumpy Cat **7% Stephen Lewis** 4% Drake 2% Jose Bautista 2% Joanne Liu 2% Wavne Gretzky 2% Margaret Atwood 1% Ryan Gosling 25% Other



### 2 If you could retire one campaign-season cliché, what would it be?

	U /o	100%
Attack ads	70%	
The words 'middle class'	15%	
The words 'politically correct'	6%	
The words 'women's issues'	5%	
The word 'elite'	1%	
Using babies as props	1%	
Hard hats	2%	

### 3 If you could change one thing about our system, what would you choose?

36% Scrap first-past-the-post voting 25% Elect the leader separately from the MPs 20% Allow voting online or by phone 6% Make the campaign shorter 3% Nothing, we're lucky to live in a democracy

# This could go any way: Calgary isn't a monolith

### Roger Kingkade

Happy election day! I would have sent you a card, but they don't make them. Seems these things are more of a bother than a democratic privilege. The card would say, "Happy Election Day. I hope you get out and vote for the party I would vote for." Let's be real. Elections are times when people you've never met make you feel insecure for your thoughts, feelings and hopes.

Forget those people and the ridiculous things you're about to hear them say about you.

I have no idea what the political landscape will look like tomorrow. Who does, really?

The polls have suggested right from the start that it's going to be something or other, with a chance of the other thing happening or some-

thing. In short, we're cruising to a minority government, but it could be in anyone's hands. Thankfully, one party seems to have bowed out of contention to clear things up a little. Here in Calgary, the narrative seems to be the same as always with one small difference.

In short, this city will be Tory blue with a chance of a little dab of red. And so what?

Pundits and talking heads will look at Calgary, three ridings specifically, to try to register some surprising storyline in this Conservative stronghold. But what may come as a surprise to them won't really be a surprise at all. It's fantastically normal that a city as diverse as Calgary would have a diversity of political opinions.

Perhaps it's time that be reflected in our parliamentary makeup. Only the past might make the election of a Liberal in Calgary a shock. But the past is not where we live. This city today is every bit the

cosmopolitan equal of Toronto or Montreal, for whatever that's worth

In a roundabout way, I'm pecking out some insecure frustration in hopes that this will get shared via Facebook or Twitter or Friendster or whatevster. It was frustrating when people praised us for electing the first Muslim mayor in a major city, as though that was our primary objective in 2010. It was frustrating when a national newspaper told us we'd stepped "into the present" when Alison Redford, a female (gasp!), was made premier, as though that was our objective in 2011.

This time around, it's the idea that a Liberal (a Liberal of all unholy things!) could be made a member of parliament in Calgary that will get the stereotype-mongers all fired up on some image they seem to have about people who live in Ol' Rube-Berta! (Nothing like watching Pete Mansbridge

expound on a province he doesn't visit unless beckoned by royalty or a lucrative speaking gig.)

We know what we know. We're Albertans. We're Calgarians. We are a community. We've got jobs and businesses and families and kids and all the stuff that we value and carry with us to the ballot box. We're not just some monolith that sends the same batch to Ottawa every time. Am I encouraging you to vote a certain way? Absolutely not. You'll do the right thing.

What I'm saying is that if you're watching some national broadcast tonight and you hear a pundit 2,700 km away get all surprised that there's a red seat in Calgary, forget about them.

Roger Kingkade co-hosts the Kingkade and Breakenridge show every weekday morning from 9 a.m. to noon on NewsTalk 770.

### metroview

### **Tomorrow's leader** will have to mop up an anti-Muslim mess

**Omar Mouallem** 



"I've never seen it like this before." That's how my mother — one of Canada's million Muslims - described the blatant bigotry on her Facebook. She didn't need to elaborate; I'd seen it, too. But my social network has a long tail of loose ties. Hers consists of actual friends and former colleagues - the people who helped my parents integrate in rural Alberta before I was born.

Thirty years later, a shameful election has unlocked anti-Muslim and anti-immigrant sentiments. Where teens assault a woman whose only crime was wearing a religious garment. Where Canadians willingly devalue the Canadianness of 900,000 dual citizens. For a third of the vote, Stephen Harper has demonized Muslims (three per cent of the population) and undermined the rights of 7.1 million foreignborn Canadians.

Though it's unlikely he will be tomorrow's leader, tomorrow's government — whatever it is — must mop up the mess.

In addition to the recession, climate change, First Nations reconciliation and international conflicts, tomorrow's leader must prioritize healing the wounds opened by wedge politics. Otherwise, the 250,000 annual newcomers will never get a fair shot. When I think of my own family's ascent to the middle class, it wasn't just work ethic that boosted them. It certainly wasn't the 1980s

economy. Tax credits alone didn't help them buy the biggest house on the block.

It was social tolerance. When my parents arrived

from Lebanon, immigrants were central to Canada's new multicultural identity and story. But, I wonder, would they have thrived knowing their Canadian-born children could be deported? Which of their "barbaric" practices would have been called in to the tip line? The Ramadan when they butchered a goat in the yard? That my mom wore a hijab, which in Northern Alberta in 1984 was about as common as a nigab today?

Immigrants always come with cultural baggage. Some can take a generation or two to unpack. The white majority - old-stock Canadians - have residual cultural baggage, too (pressuring a woman to take her husband's last name comes to mind). But adjusting is much harder when you want to hide from your neighbours.

A recent CBC survey showed only 65 per cent of Canadians are proud of the country's "multicultural makeup." Today's target is Muslims. Who is it tomorrow, as rising sea levels will displace unprecedented numbers of people? Canada's 1880s tax on Chinese immigrants and "none is too many" stance on 1930s Jewish refugees are reminders of xenophobia's cyclicality. But to see it actively promoted by leaders should disturb us all.

And tomorrow's leader must repair the damage.

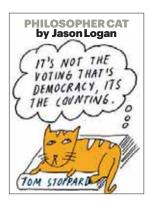
Omar Mouallem (@omar\_aok) edits the Yards magazine.



VICE PRESIDENT & EDITOR
Cathrin Bradbury PRESIDENT & GROUP PUBLISHER METRO WESTERN CANADA Steve Shrout

adinfocalgary@metronews.ca **General phone** 403-444-0136

FREE TO SHARE



# 

Your essential daily news

Spreading antibiotic resistance could have disastrous consequences: Study

### THE PATIENT'S PLAYBOOK

### Be assertive and involved in your treatment, author says

In The Patient's Playbook, Leslie Michelson offers the wisdom he's gained from 30 years of helping people get health care. Michelson, trained as a lawyer, is the founder and CEO of Private Health Management, which aids individuals and corporate clients seeking optimal medical treat-ment. He lives in Los Angeles.

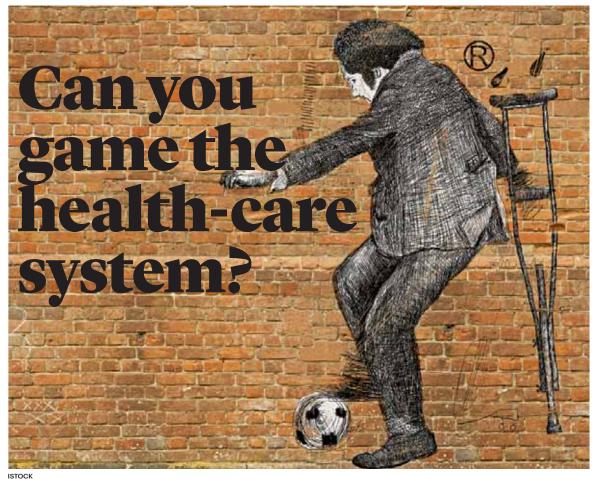
### You help Americans, mostly the very wealthy, get topnotch health care. Is your advice applicable to Canadians?

There are differences in the systems, but also a lot of similarities. Our physicians are trained in the same ways and our hospitals are accredited in the same ways. Both systems suffer from significant preventable errors. So in both systems, it's imperative for patients to learn to be more assertive and to gain control of their own medical destinies.

### You talk about preparing for falling ill. What should a person should do?

We prepare for things such as college tuition or retirement, but people don't prepare for illness. First, you need to document your family's medical history. More and more we're learning that genetics is part of our health destiny.

Second, collect all your medical records - the diseases you've had, medications you've taken, weight and blood pressure over time. And third, develop a strong



and enduring bond with a primary care physician so you can benefit from health-care developments in prevention and detection.

### What should you look for in a primary-care physician?

You want someone who listens and respects you, and someone you will listen to.

It should be someone whom you can get in to see when you need to. It should be someone who supports your wellness goals and will help you focus on the issues when you lose focus.

### What are the biggest mistakes patients make?

Becoming passive and doing

nothing or doing whatever the physician recommends without asking questions, educating themselves or becoming partners with the

### Explain the no mistake zone.

It's a multi-step process that reduces anxiety and ensures you make better choices.

First, make sure your diagnosis is accurate and complete. In the U.S., we lose 100,000 lives a year from diagnostic errors. Second, make sure you understand when and why you need to be treated. Third, educate yourself online about your disease and treatment options. Fourth, meet with one or more physicians who



### No realm of knowledge is more complex than human biology.

Leslie Michelson, author of The Patient's Playbook



specialize in precisely your condition. Use databases, such as expertscape.com, which lists physicians who've published articles on a particular disease. Expertise matters. No realm of knowledge is more complex than human biology. And there's no realm where advances come more rapidly than biomedical research.

### In your book, you encourage people to do what they can to jump the queue. Why?

I'm not suggesting someone whose treatment can wait four to six weeks should assert themselves that it needs to get done today. But if it is a condition that needs treatment now, you need to figure out how to assert yourself and get everyone's attention that a delay would irreversibly affect the clinical course.

### Once in hospital, how can a patient stay safe?

Hospitals are miraculous institutions, but they're also dangerous. That's why it's great to have an advocate with you. TORSTAR NEWS SERVICE



# I spend, therefore I am

Gail Vaz-Oxlade suggests taking two days a week for a month where you buy nothing so you can truly see how much of an impact spending has on your life. ISTOCK

### Don't define yourself through consumerism

Gail Vaz-Oxlade



Do you define yourself by the stuff you buy?

I know you're shaking your head, but I want you to stop and think about that question for a minute.

How important is a brand name to you? How often do you see something someone else has and decide you want one too? How much do you preen when someone compliments a new purchase you've

Spending money to buy stuff has become a defining activity in so many people's lives. We all spend money. And we have all kinds of language that reflects how important shopping has become to us think "retail therapy."

We've even named a day in the year when it's okay to blow out our budgets (and behave badly) using our credit cards all for the sake of a deal: Black Friday.

If there is any industry that has made it clear that we are powerless in the face of what they want to sell us it's the financial services sector.

People have been sold so much credit that now retirees are having to declare bankruptcy to hold on to their pension money for food.

And as for mortgage life insurance, don't even get me started.

That's a product that serves the needs of the bank, not the person buying and paying for the product.

Witness the number of people who subsequently try to make claims only to find



### **Even heading to** a concert or a sports game often involves spending money on T-shirts and hats.

their insurance has been declined because even though they paid premiums for years, they weren't actually insured, they just thought they were.

We are also at the whim of the brilliant supermarket

Between their sophisticated databases, manipulative pricing strategies, and the growing size of the trolleys, we're plunking down more cash at the supermarket than ever before. We can buy household appliances, plants, towels, and even clothes when we head off to pick up milk.

And when those Buy Two for \$5 tags show up, we end up taking home more food even though the fridge and cupboards are already full.

There are now more places and ways to shop than ever before.

Don't feel like going to the store? Just hop online. Or head over to a friend's for a shopping party where, in exchange for nibblies, you'll drop good money on total crap.

Or click on a coupon site to buy five whatevers for 50 per cent off, and look how much you just saved!

You can browse on Craigslist or on eBay until you find something you just have to have.

Even heading to a concert or a sports game often involves spending money on T-shirts and hats. Good lord.

If you want to truly see how much impact spending has on your life, for the next month choose two days of the week when you'll buy nothing.

Absolutely nothing.

Then make some notes on how you feel when your shopping itch can't be scratched.

More importantly, how do you feel when you finally get to spend some money again?

For more money advice, visit Gail's website at gailvazoxlade.

# More than just

Nowadays, there's an overwhelming amount of choice available when it comes to investing your money. But you'll only find one place where your money truly gets the respect it deserves. At Oaken, you'll find some of Canada's highest savings rates and your deposits are eligible for CDIC coverage.† So do your homework and invest in the solution that's right for you.

For some of the highest savings rates in Canada, call 403-692-4740 or visit oaken.com

Come visit us at our store, or we can come to you!











Rates are correct as at October 19, 2015, and subject to change. Interest on all GICs is paid annually or compounded annually and paid at maturity, minimum deposit \$1,000, non-redeemable. The Oaken Savings Account rate is annualized, interest is calculated daily and paid monthly. \*CDIC coverage up to applicable limits.

### Health | metr@LIFE

# A couple who namastes together

### Acro yogis find relationship balance in tough poses

Not much causes a rushed city dweller to stop in their tracks, but a man and a woman effortlessly pulling off Cirque du Soleil-esque moves in a park just might do it.

Miranda Cobbett and Ryan Scott are the uber-fit duo behind acrobuddhas.com - a team of two performers who practice and teach acro yoga (a combination of acrobatics and yoga) around Toronto. They post pictures of their jawdropping moves on Instagram, where they've amassed a huge following.

"Ryan and I both love being active. We live a very healthy, fit lifestyle every day," Cobbett told the Star. "When we were able to combine our energies and create something together

The twosome — partners in love and business — only stumbled on acro yoga twoand-a-half years ago when scrolling through photos on Instagram.

"At the time, we didn't even know what it was called. We were like, 'Look at this, this is cool. Let's try it'," said Cob-

Acro yoga harnessed the skills they already had - Cobbett is a yoga teacher who grew up dancing and cheerleading, and Scott is a personal trainer — and allowed them to combine their strengths in a new way. They started practicing in her parents' backyard and soon, they were hooked.

And it gave them more than just tighter abs - acro yoga helped jump-start their relationship, now at the eightyear mark.

"It really taught us how to communicate in new ways, how to trust each other in new ways," Cobbett said. "In all honesty, I'm trusting him

beneath me to support me.'

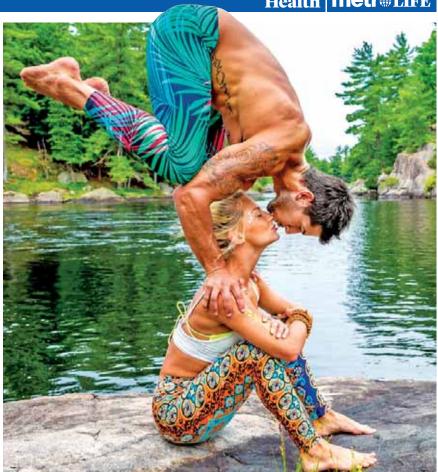
The team began taking pictures of their daring exploits, sometimes by putting a clicker in one of their mouths to snap a picture themselves, other times asking photographer friends to do the shooting, and soon garnered attention on Instagram with the account @acrobuddhas. They now have 17,000 followers.

These days, they perform at Toronto festivals, including Electric Island and Bestival, but you're just as likely to find them on a beach or in a park, perfecting their moves in public. People often ap-proach to ask what they're up to, which Cobbett loves. But don't get too close.

After curious Electric Island festival goers kept trying to touch the duo during performances last year, organizers put up barriers around them.

And injuries? None so far, said Cobbett, though they usually practice on sand or grass just to be safe.

TORSTAR NEWS SERVICE



Miranda Cobbett and Ryan Scott are the fit duo behind acrobuddhas.com. JP MILES PHOTOGRAPHY





metr

CALGARYPHIL.COM | 403.571.0849

**@**≕ nexêñ

metr
LIFE | Health Monday, October 19, 2015 | 23

# Screening for STIs down

PAP SMEARS

### Chlamydia, gonorrhea rates up in last decade

Young women in Ontario are being screened for sexually transmitted infections far less often since updated guidelines reduced the frequency of Pap tests for cervical cancer, a study suggests.

Researchers at St. Michael's Hospital in Toronto found the guidelines, which were rewritten in 2012, reduced Pap smear rates by 60 per cent in the year after their introduction — and that led to a 50 per cent drop in gonorrhea and chlamydia testing among women aged 15 to 24. Patients were also less likely to be screened for syphilis, hepatitis C and HIV.

Prior to 2012, women were advised to start cervical cancer screening within three years of becoming sexually active, followed by annual testing. After three normal Pap test results, subsequent screening was recommended every two or three years until age 70.

The updated guidelines by

Cancer Care Ontario recommend starting Pap tests at age 21 for women who have been sexually active, with three-year screening intervals if test results are normal.

"Historically, we know that Pap tests and STI screening are linked because they're often performed at the same time," said lead author Dr. Tali Bogler, a family physician at St. Mike's.

But because women aren't visiting their doctors as often for Pap smears, that's caused a drop in screening for STIs, she said Thursday, noting that chlamydia and gonorrhea are common among young women and incidence of those infections is on the rise.

In the last decade, chlamydia rates have jumped 72 per cent, while gonorrhea rates have gone up by more than 50 per cent.

Researchers found rates of Pap smear testing among women in the study dropped from 42 per cent before the guideline change to 17 per cent after, and screening of gonorrhea and chlamydia decreased from 40 per cent to 20 per cent.

"Our findings suggest a possibly harmful public health consequence," said Bogler.
THE CANADIAN PRESS

Dr. Tali Bogler is the lead author of a study that found that testing for STIs in young women dropped significantly after Cancer Care Ontario changed its guidelines for cervical cancer screening in 2012. HANDOUT

HEALTH TRENDS

### Addyi release boosts women's libido drugs

Most women with low sexual desire won't rush to get the first prescription drug to boost female libido as it became available over the weekend. But they may have more options down the road.

Addyi can't be taken with alcohol or certain other medications, which will likely limit its use. But experts believe those restrictions could spur development of better treatments for women's sexual

problems after more than a decade of neglect by most of the world's large drugmakers.

Kim Wallen, a psychology professor at Emory University, says Addyi represents a historic milestone that may open the door to more drugs targeting desire in men and women.

Where Viagra and other men's erectile dysfunction drugs work by increasing blood flow to the genitals, Addyi acts on brain chemicals associated with desire.

"This is the first time that a drug, for either men or women, has been approved strictly to increase sexual desire," Wallen says.

"That legitimizes many other drugs that are in development."

Treatments for women's libido issues are an untapped financial opportunity for drugmakers. Analysts estimate

the market could be worth over \$2 billion, based on academic estimates that between 5 million and 9 million U.S. women may suffer from desire disorders.

But the area hasn't been a research priority for drugmakers in many years. Beginning in the 1990s, Pfizer, Bayer and Procter & Gamble all studied — then discarded drugs targeting female libido. THE ASSOCIATED PRESS

### THE METRO NEWS JUST FOR LAUGHS COMEDY TOUR PRESENTED BY WESTJET CONTEST



Just for laughs

CANADIAN COMEDY TOUR '15 HOVEMBER 5 TO 21

# YOU COULD WIN FRONT ROW TICKETS AND A TRIP FOR TWO TO NEW YORK CITY!

- WIN A PAIR OF FRONT ROW TICKETS TO THE

  JUST FOR LAUGHS COMEDY TOUR PRESENTED BY WESTJET
  SHOW AT THE JACK SINGER CONCERT HALL ON NOVEMBER 15!
- **GRAND PRIZE:** A TRIP FOR TWO TO NEW YORK CITY, INCLUDING FLIGHTS, COURTESY OF WESTJET, A 3-NIGHT STAY AND TICKETS TO SEE COMEDY SHOWS IN THE BIG APPLE!

**VVESTIET Z** 

WWW.CLUBMETRO.com
TO ENTER TODAY!

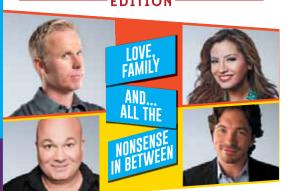


and featuring

CRISTELA ALONZO

ROBER KELLY GRAHAM CHITTENDEN

# **RELATIONSHIP**



### NOVEMBER 15 • 7:00 PM JACK SINGER CONCERT HALL AT ARTS COMMONS

TICKETS AVAILABLE AT ARTS COMMONS BOX OFFICE 403-294-9494 • ARTSCOMMONS.CA

No purchase necessary. One entry per person, per day. Contest open to residents of the provinces of Ontario, Alberta and British Columbia, who have attained the age of majority in their province of residence at the start of the Contest Period. Odds of winning depend on the number of eligible entries received. There are two (2) pairs of tickets to the Just For Laughs Comedy Tour presented by WestJet show in each market available to be won as well as one (1) Grand Prize consisting of a trip for two (2) to New York City, Which includes return airfare, courtesy of WestJet, three nights hotel accommodation and tickets to see comedy shows in New York City, Approximate retail value of comedy tour tickets \$220.00 CDN per pair and grand prize is \$3,700.00 CDN. Each selected entrant must correctly answer, unaided, a mathematical skill-testing question to be declared a winner. Contest Period opens at 12:01 am ET on Oct. 15, 2015 and close sat 11:59 pm ET on Nov. 2, 2015. To enter and for complete contest rules visit www.clubmetro.com.



comedy

métr⊕

HAHAHA.COM/COMEDYTOUR

24 Monday, October 19, 2015 Health | metr@LIFE

# No alcohol safe during pregnancy: report

RESEARCH

### Professionals reinforce dangers of drinking

Think a glass of wine is safe while you're pregnant? Think again, says a new report highlighting the dangers of drinking during pregnancy.

The report, published in the November issue of the journal Pediatrics, identifies prenatal exposure to alcohol as the "leading preventable cause" of birth defects and intellectual and neurodevelopmental disabilities.

"The biggest message is that alcohol use during pregnancy is not safe," said lead author Dr. Janet Williams, a former chair of the AAP's committee on substance abuse.

The clinical report from the American Academy of Pediatrics stresses expectant mothers shouldn't drink during any trimester of pregnancy, and reinforces the risk of fetal alcohol spectrum disorders or FASDs.

The umbrella term encompasses fetal alcohol syndrome

— marked by certain facial features, such as smaller eyes, a thin upper lip, and a smooth space between the nose and lips — and a range of physical, emotional, behavioural and intellectual problems.

The report based its findings on the "large and growing body of research" that exists and did not include new original research.

The level of impact is somewhat dose-related, Williams said.
"Binge drinking — a big push

of alcohol — is more likely to cause harm."

But Williams stressed modern evidence shows no amount is safe, despite misconceptions to the contrary.

"None of the evidence that has come out has said, 'Oh gee, we should loosen up on our beliefs,'" she said.

Even so, modern moms-tobe often hear mixed messages about drinking. Toronto mother Jennifer Beer recalled seeing warning campaigns about drinking during pregnancy, but also heard differing advice from friends and health-care workers.

"When I was pregnant with my son, I mentioned to my midwife at one of my regular checkups that I was craving a glass of white wine. She looked almost shocked, and replied, 'You mean you haven't had anything to drink this whole time?" Beer said.

Stade said clear messages are key so expectant mothers aren't confused. She agreed with the American Academy of Pediatrics report's main message that no amount of alcohol is safe during a pregnancy.

But she did raise concerns about the report alarming women unnecessarily.

"Some women do drink before they know they're pregnant, and I wouldn't want them



### A big societal impact

In Canada, more than 3,000 babies are born with FASDs every year, according to Health Canada. The damage caused by mothers drinking during pregnancy costs more than \$5 billion a year, noted a 2009 paper in the Canadian Journal of Clinical Pharmacology, co-written by Dr. Brenda Stade, head of the FASD clinic at St. Michael's Hospital in Toronto. TORSTAR NEWS SERVICE

to get so scared that it will cause fetal alcohol syndrome," she said

"Reports like this have come out over the years and have really scared women and they want to abort." Stade said women who know they are pregnant should abstain from alcohol completely.

She suggested women talk to their doctor about consuming alcohol during pregnancy. TORSTAR NEWS SERVICE



Moms-to-be often hear mixed messages about drinking while pregnant, but experts agree clear messages about the dangers of drinking are key so women aren't confused. ISTOCK



None of the evidence that has come out has said, 'Oh gee, we should loosen up on our beliefs.'

The study's lead author Dr. Janet Williams on research on the effects of drinking while pregnant.





Gain the knowledge and training you need to excel in a competitive business environment.

\$7995 (Includes Tuition & Textbooks)

Develop a full range of skills from Economics, Human Resources, Organizational Behaviour to Financial Accounting, Marketing and more that you will rely on in any business setting.



587.794.4476 | robertsoncollege.com

metr#LIFE Gossip Monday, October 19, 2015 **25** 

# Updates on Lamar Odom's O'Donnell gets sued condition leaking to press

### Kardashians controlling the recovery narrative

Family members of Lamar Odom declined to comment on his condition or activities Saturday, a day after he regained consciousness and communicated - speaking and even giving a thumbs-up from his hospital bed — after being found in extremely critical condition at a Nevada brothel.

Alvina Alston, publicist for JaNean Mercer, Odom's maternal aunt and godmother, would not confirm whether Odom was breathing on his own or communicating more.

His movement on Friday was the first significant update on Odom's health since he was found unconscious and facedown at the Love Ranch in Crystal, Nev., on Tuesday afternoon.

Odom spoke a greeting and gave a thumbs-up, Alston said. "He woke up, and he spoke," Alston said.

A person close to estranged wife Khloe Kardashian spoke on the condition of anonymity because she was not authorized to release details of Odom's condition to the press. She also said that he was able to say hi to Kardashian.

His former coach Jim Harrick in Los Angeles, who said Odom sounded upbeat on a call just a few weeks ago, said Kardashian told him that Odom is now off dialysis, and that he showed a response when she reached down to say "Lamar, I love you."

"Khloe has promised me she's going to stay by his bedside until she and him can walk out of the hospital together," Harrick said.



Lamar Odom regains consciousness, family and friends say. ALL PHOTOS GETTY IMAGES

Authorities are still retracing Odom's \$75,000, three-day visit to the brothel that started late afternoon Saturday, with bloodtest results to determine what caused his medical episode still pending.

The brothel's owner and spokesman have said that he chose two women to accompany him in a VIP suite on his first visit to the ranch.

Odom had said that he had done cocaine before his arrival, and the brothel said they saw him drink alcohol and take as many as 10 supplements sold as "herbal Viagra."

One brand that he took, Re-

load, was the subject of a 2013 warning from the Food and Drug Administration, which said the pill contained sildenafil, the active ingredient in prescription Viagra.

The brothel also said he became upset Sunday following a phone call where his ex's Keeping Up with the Kardashians show was mentioned. But he was generally in a good mood, even suggesting that he stay an entire week at the brothel in the rural community.

Odom was then found unconscious there Tuesday with white and reddish substances coming from his nose and mouth. He was breathing and taken to Sunrise Hospital and Medical Center in Las Vegas.

Kardashian rushed to his side that night and since then, friends, teammates and loved ones, including his two children, have visited and posted messages on social media asking for prayers.

Kardashian had said her family won't be posting content on their apps while attending to his health crisis. The online message read: "As a family, we've decided to hold off on publishing content across our apps while we continue to support and pray for Lamar." THE ASSOCIATED PRESS

Ned **Ehrbar** Metro | Hollywood

I'm guessing Rosie O'Donnell wishes she'd never gone back to The View. O'Donnell, who left the show a second time in February, is now being sued by one of the show's former senior producers who claims O'Donnell slandered her and got her fired.

In the lawsuit, Jennifer Shepard-Brookman

claims that O'Donnell "accused Ms. Brookman of teaming with (Whoopi) Goldberg to undermine Ms. O'Donnell," according to the Hollywood Reporter, and that O'Donnell publicly accused Ms. Brookman of betraying professional and personal confidences and leaking sensitive information to the media" which led to her termination. What

a delightful place

# Lohan for president

make Kanye West's 2020 bid for the presidency seem even the least bit plausible? An even more absurd celebrity contender, that's what.

Enter Lindsay Lohan, who took to Instagram this weekend to announce her intentions to run for president that year as well.

"In 2020 I may run for president," she posted along with a photo of her at the 2012 White House Correspondent's Dinner,

What's one thing that could giving West an at-mention and everything.

"The first thing I would

like to do as president is take care of all of the children suffering in the world," she added with a photo

of her and West together. "Queen Elizabeth showed me how by having me in her country. Wait, what? Just be careful, people. I'm pretty sure this is how we end up with

'Idiocracy.' NED EHRBAR/METRO



### He's confident

Oh hey, were you hoping to hear more about that pap photo of a naked Justin



Bieber in Bora Bora? Well, Bieber sat down with Billy Bush of Access Hollywood to discuss the invasive incident.

That was shrinkage for me," he boasts. "My first thing was like, how can they do this?" Bieber continued more seriously. "I feel like I can't step outside ... You should feel comfortable in your own space. Especially that far away." NED EHRBAR/METRO

on the big screen November 1, 2015 Direct from Japan Subtitled in English

In association with Consulate General of Japan in Calgary Presented by Japan Foundation





200 Barclay Parade SW, Calgary Sunday, November 1, 2015 12:55 pm Lion Dance 3:30 pm Kagotsurube

TICKETS on sale online at www.cineplex.com or in person at the Box Office at Eau Claire Market Cinemas





### Product design and development more economical with 3D printing

### **Jessica Wynne Lockhart**

The gift Sebastian Morgyn James received for his 19th birthday was life changing.

More than a year ago, his

family helped him purchase a MakerBot Replicator 2, a 3D printer. The gift enabled him to drop out of OCAD University's advertising program and open BalloonChair, his own small business.

Using the basic drafting skills he learned in high school, James began prototyping his designs and selling them online. Through his Etsy shop, customers can custom order 3D-printed planters, masks, even earrings featuring former Toronto mayor Rob Ford's

Being able to manufacture his own products changed James' career path.

"Having a 3D printer is a huge educational tool for me," he said. "I had always wanted to start a small business and I come from an artistic background, so it was kind of

James is just one of the

many Canadian small business owners embracing additive manufacturing, or 3D printing, as a cost-effective method of bringing products to market. Additive manufacturing is a \$4.1-billion industry, with a growth rate of more than 33 per cent per year, according to a 2015 report by Wohlers Associates.

"It reduces the barriers to entry for manufacturing," said Matt Compeau, co-founder of Hot Pop Factory, a Toronto studio that helps businesses design and fabricate 3D-printed products. "Previously, if you wanted to bring your product to market, you needed millions of dollars to build moulds and dyes and to get it manufactured overseas.'

Compeau understands this process first-hand. In 2012, Compeau and business partner Bi-Ying Miao launched a line of 3D jewelry, printed from their living room.

"It was a really interesting idea that we could design something, manufacture it and distribute it over the Internet from our apartment with basically zero start-up capital," he said. "That was pretty revolutionary in our eyes.'



Many Canadian small business owners are embracing 3D printing as a cost-effective way of bringing products to market, SHUTTERSTOCK

Today, Hot Pop Factory works with small businesses to help launch and design new products. Its clients include: Fashion designers who create textile designs impossible to recreate by hand; industrial designers who make wearable technology and accessories; and software and hardware start-ups building consumer electronic products.

The real benefit of 3D printing, Compeau said, is being able to create a realistic prototype — an invaluable tool, particularly for start-ups launching their ideas on crowd-funding sites such as Kickstarter.

"For a few hundred dol-

Previously, if you wanted to bring your product to market. vou needed millions of dollars to build moulds and dves and to get it manufactured overseas.

Matt Compeau, co-founder of Hot Pop Factory

lars, if you have an idea for a product, it's possible to get it prototyped and hold it in your hand," he said.

Creating an item available to more and more consumers means appealing to a wider range of retailers.

According Darren Meister, associate professor of general management (entrepreneurship and innovation) at the Ivey Business School, it will be another two to three years before the technology becomes an affordable solution for most business owners.

"It's useful in design of prototypes of relatively small one-offs, but it's not at the point for production of general commercial scale items,"

Meister said. "It's still better to make it through other manufacturing processes.'

He added that while there are still glitches to work out -3D printers, for example, print products with rough edges, and sturdier materials, such as metal, are still expensive – now is the time for small businesses to embrace the technology.

"Change is coming at such a rapid rate that you just can't sort of say, 'It didn't work today, it's not worth it tomorrow.' Additive printing will eventually beat the other forms of printing because it's just fundamentally better."

As the blogging world becomes more saturated, bloggers need to be creative it they want to make money. SHUTTERSTOCK

# Creating a brand and a voice

### **Nancy** Ripton

You can work as much or as little as you like, do it from anywhere that has Wi-Fi access, and research only topics that interest you. On paper, blogging seems like the perfect career, but can you actually make money at it?

"The days of blogging being a business are dead," said Bridget Casey, a 29-year-old online finance guru and founder of MoneyAfterGraduation.com.

Casey started her blog in 2011 as a way to make herself accountable for paying off her student debt (which she accomplished in 22 months). After about a year, she found she had enough traffic to put up Google AdSense banner ads, and she started bringing in \$25 to \$50 per month.

As her traffic grew, so did

her revenue, but it was hardly enough to quit her day job— at first. Casey soon branched out from banner ads and made enough money off her site to pay for her MBA and come out of her second degree debt-free.

As the blogging world becomes more and more saturated, bloggers need to be creative it they want to make money.

Brand promotion is the new banner advertisement. Brands are reaching out to bloggers, and brands and bloggers are connecting through networking. The result is long-term post campaigns, ambassadorships and sponsored posts.

"Sponsored content is what works for me," said Toronto blogger Ali Martell, 34, of alimartell.com.

She gets 10 to 15 pitches per day from companies offering to pay her money to promote their brand.

"I read every pitch and only select those that fit organically



### ARE BLOGGERS LOGGING OFF?

According to the 2015 Women's Blogging Industry and Business Annual Report, most bloggers aren't as fortunate as Bridget Casey, a 29-year-old online finance guru. Full-time blogging is on the decline, with just 22 per cent of bloggers

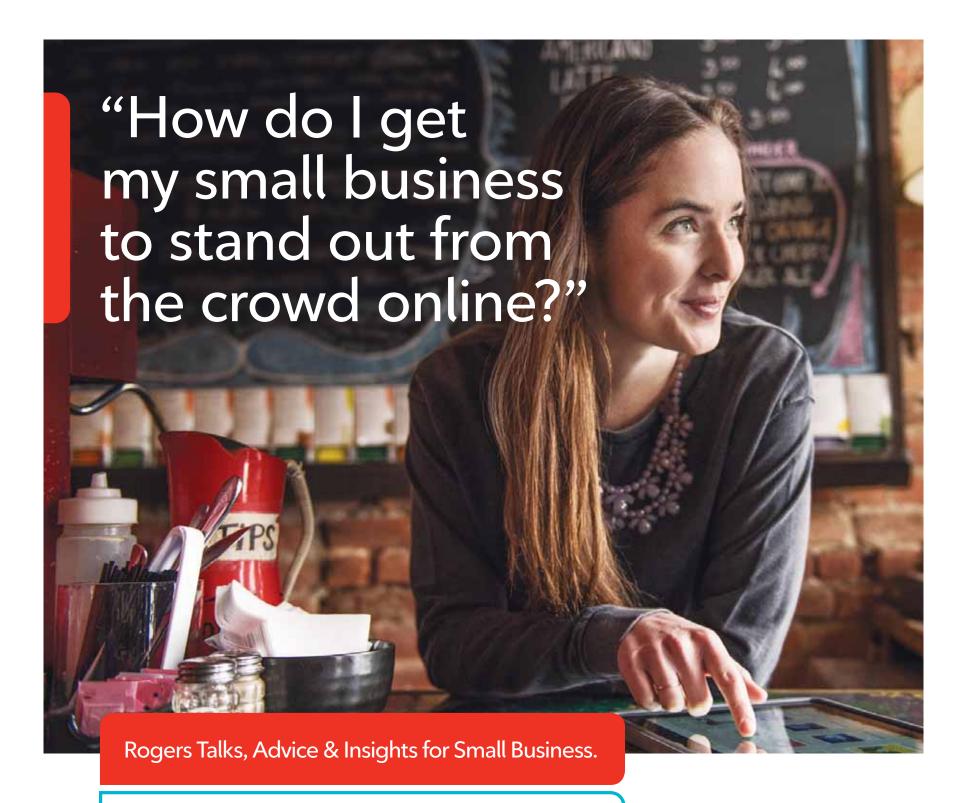
spending at least 30 hours per week on their sites. That may be because the stats for making it rich are pretty grim, with 57 per cent of bloggers making less than \$2,500 per year, and just eight per cent making more than \$15,000 per year.

with my site," Martell said. "When the post goes live I need to be able to remove all the advertising and still feel good about the post."

In today's blogging world, most successful bloggers use their sites to create a brand, and then drive readers to another source of revenue.

Casey found that gaining a strong web presence opened the door for writing opportunities with finance media outlets and banks. She is now creating her own products (such as an e-course that teaches millennials how to invest in the stock market) and selling them

If you create a voice that readers can relate to, and give opinions that people believe, there will be countless opportunities to make money on your brand and to promote other brands. Create a blog because you love it, then seek out brands and readers who relate to and need your unique voice.



Join us at this year's FREE **Rogers Talks**<sup>™</sup> speaker series and get the answers to the questions that affect your small business from our handpicked selection of Canada's most influential small business experts.

Hotel Arts | October 29th | 8AM - 12:30PM



# Mompreneurs bond on social media

### Jessica **Wynne Lockhart**

When Natalie Young was breastfeeding her twin sons two years ago, it didn't take long before she discovered her new favourite way to pass the time — Instagram.

'While I was sitting on the couch nursing babies — hours upon hours a day — I obviously had time to be on my phone, she said. "Being a mom when you're young can be isolating sometimes and social media has been an amazing way to meet people.

That's why, along with her best friend Britt Havens, who also has a two-year-old son, Young started Three Little Crowns, a motherhood lifestyle blog and Instagram account that now has more than 10,000 followers. Being a Momstagrammer comes with its perks — as "influencers," companies regularly send Three Little Crowns free products, with the hope they will feature it on their account.

Instagram has become a proverbial online play date, where



Instagram has become a proverbial online play date, where moms can share information about the products they love and where to buy them. SHUTTERSTOCK

moms can share information about the products they love and where to buy them. With more than 200 million active users, most of whom are young women, it has also become

the marketing tool of choice for small and local children's clothing designers.

Cheryl Molden is one of these designers. After giving birth to her son in 2012, the

former merchandiser had "the itch to do something more." In 2014, she started Ollie Jones, a line of unisex leggings. Fun and modern, Molden's organic cotton products feature bold prints such as kittens, horseshoes and arrows.

But it wasn't until Ollie Jones launched on Instagram that the business took off. Molden ran a "leggings for a year" contest. The upfront investment of providing 12 pairs of leggings to the lucky winner was worth it. Within a week, Ollie Jones had gained 10,000 Instagram followers. Orders through her Etsy store skyrocketed and retailers began to request wholesale orders. The business, which Molden started in her basement, has since moved to a 1,500-squarefoot space in Toronto. Today, Ollie Jones is available in more than 100 stores worldwide.

Using influencers to market products is hardly new; companies began sending bloggers free products more than 10 years ago. However, Instagram has resonated with parents in a way that other methods of social media haven't. An "instant" is the perfect level of commitment for time-strapped moms, whose attention spans have to mirror that of their children's. Perhaps this is why the site boasts engagement that is 10 times higher than



Being a mom when you're young can be isolating sometimes and social media has been an amazing way to meet people.

**Natalie Young** 

Twitter or Facebook.

This engagement also translates into potential sales. Markus Giesler, a marketing professor at Schulich School of Business, says Instagram's ability to build an emotional connection is what endears users.

"It seems to consumers that whatever they see on Instagram is an authentic product recommendation from a person who they trust, in a context that is emotionally intimate and more trustworthy than traditional advertising," he said. It's also affordable for small

businesses — apart from the cost of sending product to influencers, it's free.

### Capture the Halloween memories with a Canon EOS 70D DSLR.



Changing the way users capture still images and video with a DSLR camera, the Canon EOS 70D is a trailblazing powerhouse featuring a revolutionary autofocus technology that unlocks the potential of Live View: Dual Pixel CMOS AF. This game-changing technology allows the EOS 70D to capture video in Live View with smooth and precise autofocus similar to that of a camcorder, complete with the superb image quality that is a hallmark of EOS cameras.

Our Price \$1,349.00 with 18-55mm f3.5-5.6 IS STM



Proud recipient of the Consumer Choice Award for Photographic Retailer 10 years in a row.



### Big Box Prices, Expert Knowledge.

Call or check our website for guaranteed low prices. 802 - 11th Avenue S.W. Calgary | (403) 234-9935 | 1-888-539-9397

www.thecamerastore.com

SPONSORED CONTENT



# A dedication to craft and customers

The Camera Store carries Canada's largest selection of photographic equipment. But it is still a local shop at heart.

Locally owned and operated since 1996, The Camera Store is Calgary's premiere dealer for a full range of photo and video equipment.

"Our expert staff are all experienced in photography or videography," says Evelyn Drake, administrative manager. "They understand the concepts, work with the tools, and can speak from their hands-on experience when answering your questions. They are local photographers, filmmakers, and teachers.'

From amateurs to working professionals, The Camera Store has expert staff to help choose the perfect gear at the best possible

The Camera Store supports the community by hosting and participating in local photoand video-related events around the city. It's this dedication to customers and



the craft that earned The Camera Shop 10 straight Consumer Choice Awards for photographic retailer.

"Whether you're a working professional or purchasing your first camera, our expert staff will help you find the equipment that's perfect for you," Drake says. "We host a variety of educational workshops and seminars that appeal to all interests and skill levels from our free introduction to photography seminars to our hands-on workshops, there's something everybody."

Workshops featuring a variety of local professionals include topics like home studio, video, audio, Photoshop, Lightroom, flash, boudoir, wildlife, and more.



Content Solutions



The Royals took a 2-0 series lead on Saturday thanks in part to a fly ball that fell between Blue Jays Jose Bautista, left, and Ryan

# Blue Jays eye repeat of series comeback

### MLB PLAYOFFS

### **Royals hold** upper hand as action shifts north of border

The Toronto Blue Jays aren't letting themselves get fazed by a 2-0 deficit in a post-season series. They dealt with one just last

Down 2-0 to Texas in the American League Division Series, the Blue Jays rallied to win the next three games of the bestof-five set and advance to the AL Championship Series. Now, after dropping the first two games of the best-of-seven ALCS in Kansas City this weekend, they're back in that familiar hole.

Any comeback this time will have to come against a tough Royals team that finished the regular season with an American League-best 95-67 record.

But the Blue Jays are up for that challenge.

"We've played from behind before," second baseman Ryan

Goins said at a workout day at Rogers Centre on Sunday. "Playing from behind in a five-game series is different than playing from behind in a seven-game series. We have more life than we had last time. It'll be fun and I think we'll get back in this series.'

"We seem to play a lot better when we're down 2-0, I think," added first baseman Chris Colabello. "You just go out and play the game. Whether or not we won or lost (Game 2 on Saturday), we're still going to go out and figure out a way to win

Game 3, scheduled for Monday night at Rogers Centre, is the first of potentially three consecutive games at the Toronto stadium where the Blue Jays enjoyed a 53-28 record during the regular season.

The familiar artificial turf, the retractable roof, and of course, the loud Toronto fan base all help give the Blue Jays a true sense of home-field advantage.

"Any time we can play at home we're comfortable here," said centre-fielder Kevin Pillar. We love the support we get, we love the enthusiasm, we love how loud it is.... We're excited. It's always nice to be home for a couple days, sleep in your own bed, have our fam-

ilies in

**GAME 4 STARTERS** 

R.A. Dickey is slated to start Game 4 for Toronto.

for the Royals' Game 5, ALDSclinching win over Houston last week, giving up just two runs on two hits and striking out eight over eight solid innings. "He's one of the best in baseball," Toronto manager John Gibbons said. "They focused on him in the trade deadline as one

town, get back into our routine

of doing things we like to do

None of that will matter if

the Blue Jays' bats fail to get

anything going against Kansas

City ace and Game 3 starter

the Royals in a deadline trade

with Cincinnati, went 4-7 with a

4.76 earned-run average through

13 regular-season starts for Kan-

sas City. But he was dialed in

Cueto, who was acquired by

when we're home."

Johnny Cueto.

of their prime targets and they went out and got him for these type of games. ... He's another one of those guys that can overpower you. When he's on, he's awful tough."

Toronto will counter with its own hard-throwing right-hander in Marcus Stroman. THE CANADIAN PRESS

### Stroman's six ways to beat opponents

Marcus Stroman stands out in many respects. His bleached blond, half-fro shock top helps, for sure. His vibrant personality doesn't hurt. But the Game 3 starter is also that rare pitcher who boasts a repertoire of six different pitches. Here's a closer look at Stroman's deep and varied arsenal.



Developed only after last year's all-star break, Stroman's sinking, two-seam fastball immediately became his primary pitch, transforming him from a high-strikeout pitcher who struggled to go deep into games to the ground-ball machine he is today. His 64 per cent ground-ball rate this season - albeit in a tiny, 27-inning sample was the highest of any American League starter. Against Texas in the ALDS he threw sinkers more than 50 per cent of the time.



### Changeup

Thrown almost exclusively to lefthanders, Stroman's changeup generates the second-most swings and misses of all his pitches behind his slider. But it's also the hardest hit of all his pitches. Over the last seasonand-a-half, batters have an OPS of .892 against the pitch - the only pitch against which hitters have posted an OPS higher than .712. But his changeup can also generate a high number of ground balls: 54.5 per cent this year.



### Slider

Stroman's slider, which he throws in the high 80s, is his primary strikeout weapon. Nearly half of his Ks this year came via the slider, which has downward-breaking movement like a curveball. When he doesn't locate his slider, however, it's the pitch opposing batters most easily square up. Opposing batters posted their highest average against him on his slider, which also allows more line drives than any of his other pitches.



### Cutter

Like the changeup, Stroman primarily uses his cutter or cutfastball against left-handed hitters, riding it in on their hands. But he has to be careful with the pitch, against which opposing batters hit .319 last season, as he has a tendency to "groove" it over the middle of the plate more than any pitch other than his four-seam fastball.



### Curveball

Stroman can get strikeouts with his curveball, too, but it generates fewer swings and misses compared to the slider. It is, however, almost as much of a worm killer as his sinker. Opposing batters almost never put the pitch in the air, constantly rolling over on it for ground balls. He hasn't given up a hit with the pitch this season.



### 6 Four-seam fastball

Prior to developing his sinker, the four-seam fastball was Stroman's primary pitch, as it is for most pitchers. Stroman threw just three four-seamers in Game 5 against the Rangers, but they all landed for hits and one left the ballpark. TORSTAR NEWS SERVICE PHOTOS: STEVE RUSSELL/ TORSTAR NEWS SERVICE

Royals manager Ned Yost has chosen Chris Young over Kris Medlen as his starter for Game 4 of the ALCS.

Young faced the Blue Jays once this year, a 7-5 loss on July 11.

THE ASSOCIATED PRESS

**30** Monday, October 19, 2015 metr#SPORTS



Mets pitcher Noah Syndergaard outperformed Chicago's Cy Young candidate Jake Arrieta. JULIE JACOBSON/THE ASSOCIATED PRESS

# Mets take 2-0 lead

Daniel Murphy hit his fifth playoff homer and rookie Noah Syndergaard outpitched Chicago Cubs ace Jake Arrieta, sending the New York Mets to a 4-1 victory Sunday night and a 2-0 lead in the NL Championship Series.

Mets outfielder Curtis Granderson robbed Chris Coghlan of a homer, stole two bases and scored twice. Murphy became the first player since Tampa Bay slugger Evan Longoria in 2008 to homer in four consecutive post-season games.

The best-of-seven series shifts to Wrigley Field on Tuesday night, with New York ace Jacob deGrom scheduled to pitch against Kyle Hendricks. The wild-card Cubs need a comeback to capture their first pennant in 70 years.

Arrieta gave up hits to his first three batters and was pulled after five innings. THE ASSOCIATED PRESS



Denver's Peyton Manning fires a pass against Cleveland.

# **Broncos 6-0** despite QB

### Legendary pivot Manning wins but gives up three picks

Again far from perfect, Peyton Manning still kept Denver's record pristine.

Manning shook off three interceptions, including one early in overtime, and drove Denver's offence in range for Brandon McManus to kick a 34yard field goal with 4:56 left, giving the unbeaten Broncos a 26-23 win over the Cleveland Browns on Sunday.

Manning took the Broncos from their 12 to the Cleveland 16 before McManus kicked his game-winner to make Denver 6-0 for the seventh time in franchise history.

"We're not playing as well as we would like but we're playing well enough to win," Manning said. "We're doing some things right at critical times whether it's the last drive of the game or in overtime."

Denver's win would not have been possible without the Broncos' top-ranked defence, which came up huge in overtime and has carried the team — and the 39-year-old Manning — during the club's unblemished start.

After Manning's third pick, Denver recorded a tackle behind the line of scrimmage

and then had two consecutive sacks of Josh McCown to push the Browns (2-4) out of fieldgoal range.

"Obviously that's not a good situation to put the defence in, but they got a couple of sacks and gave us a chance," said Manning, who has seven TD passes and 10 interceptions this season. "I'm not having a ton of breaks. I won't be going to Vegas for my bye week. I'm not feeling really lucky.'

**SUNDAY in Cleveland** 



But Denver's defence bailed him out, and given another chance in overtime, Manning took over. He completed 4 of 4 passes for 39 yards on the last drive. Manning finished 26 of 48 for 290 yards and the one TD, a 75-yarder to Emmanuel Sanders.

The score came just seconds after the Browns had taken their only lead on Karlos Dansby's 35-yard interception return for a TD.

It was yet another heartbreaker for Cleveland, which had one of the NFL's best teams on the ropes late in regulation before McCown threw a critical interception.

THE ASSOCIATED PRESS



### IN BRIEF

### **Stamps crush Argos**

Bo Levi Mitchell threw two TD passes as Calgary beat the Toronto Argonauts 27-15 on Saturday at Tim Hortons Field in Hamilton, earning Stampeders head coach/GM John Hufnagel his 100th career regularseason win.

THE CANADIAN PRESS

### Oilers to Flames 5-2

The 2015 first-overall draft pick, Connor McDavid, had two goals and an assist for the first multi-point game of his young career as the Edmonton Oilers won their first game of the season, beating the Calgary Flames 5-2 on Saturday.

### **RECIPE Lentil Chili**



Ceri Marsh & Laura Keogh For Metro Canada

You won't miss the meat in this earthy, zesty vegetarian dinner.

### Ready in

Prep time: 25 minutes **Serves 4** 

### Ingredients

- 2 Tbsp olive oil
- 1 onion, chopped
- 4 garlic cloves, minced
- 2 Tbsp chili powder
  - •1 tsp cumin
- 1/2 cup brown lentils
- 2 bay leaves
- 2 cups water1 x 19-oz can of white navy
- beans
   1 x 19-oz can black beans
- 1 x 19-oz can black beans
  1 x 28-oz can of whole tomatoes
- •1 cup vegetable broth

Salt and pepper to taste
Toppings: grated cheddar
cheese, chopped cilantro, salsa,

sour cream or Greek yogurt.

### Directions

1. In large pot or Dutch oven, warm up the oil over medium heat. Sauté onions and garlic about 3 minutes. Now add spices and allow them to cook for a minute or two.

2. Add lentils, bay leaves and water. Bring to a gentle boil and simmer for 5 minutes. Now add the beans, tomatoes and broth. Simmer for 20 minutes. Check it for seasoning — you might want to add a little salt and pepper.

**3.** Serve the chili over rice or cornbread and top with grated cheese, sour cream or Greek yogurt, salsa or cilantro.

FOR MORE MEAL IDEAS, VISIT SWEETPOTATOCHRONICLES.COM

### CROSSWORD Canada Across and Down BY KELLY ANN BUCHANAN

### ACDOSS

1. Pertinent
4. Marx Brothers musical instrument
8. Billy \_ (Canadian flying ace of WWI)
14. Pasturelands cry
15. 'Thought'-meaning prefix
16. Bay windows
17. Naja Haje
18. Sports org. in which FC Edmonton is a team

ton is a team
19. Cavalry swords
20. Voting Day 2015...
Number of federal
electoral districts in
Canada, Three hun-

dred and \_-\_ 23. Foldaway bed 24. Simplicity 25. Sports org. for

Eugenie Bouchard 26. Outback bird 28. New York sports arena [acronym] 31. The thing's

33. Too 36. Unkeyed, in music 39. Living leath-

er's locale
40. Mineralogist's
field, for short
41. It's provided in
times of disaster or

war: 2 wds. 44. Paradise 45. Keyboard erase button

46. Fragrances 47. Get gooey

48. Finish 49. Elevs.

50. Form of foreknowledge, for short

17 18 19 20 25 27 33 39 40 42 43 44 45 46 49 65 66 67

52. Vivacity
54. Family suffix in zoology
58. Magician's
prop
60. Those in the same
line of work as Big
Joe Mufferaw
64. Crowd scene per-

formers in movies

clear situation)
67. Edmonton
transport service
[acronym]
68. Defraud
69. Connected

66. Grev (Un-

69. Connected 70. Losing tictac-toe line 71. Trying-the-prod-

DOWN

1. Taper off
2. "Doctor Zhivago"
orod- (1965) character

uct person

72. French pro-

commodation

73. Traveller's ac-

3. Carpet: French 4. Answer-needer's aid 5. "\_ \_ in the Life" by The Beatles

6. Fix the stitchwork 7. Voting Day 2015... One-of-some the off in during the time leading up to today's election: 2 wds. 8. Nonsense 9. Mad 10. Sis or bro

11. Powerful
12. Margarine
13. Head-turner in

the library 21. Those things which are remaining

22. Amphibious reptile, e.g. 27. Milk of \_\_ (Pharmacy item)

29. \_ Diego 30. Soar 32. Basketball-inbasket sound

34. And \_ \_ goes (Thusly) 35. Alberta town

36. Cough, cough... 37. Sassiness, in slang

38. \_ and stews (Foods cooked in "California" by Joni Mitchell)

42. Hr. not too far from midnight: 2 wds.

43. Perform 51. Locale 53. Riskiness

55. Nero's 661 56. Goodyear headquarters in Ohio

57. Town in western Saskatchewan 58. Bulk

59. Car part 61. \_\_-friendly 62. Whirl

63. BC-mined stone 65. Soak flax

### \* IT'S ALL IN THE STARS by Sally Brompton

Aries March 21 - April 20 Good fortune will come your way this week and don't let anyone tell you that you do not deserve it. On the work front you will see openings and opportunities before your rivals.

Taurus April 21 - May 21 You must watch what you say today. Not everyone is as good at taking criticism as you are at dishing it out, and if you upset the wrong person it could be you who suffers.

Gemini May 22 - June 21
You expect perfection, of yourself and others, but the planets are urging you to be less demanding. You don't have to push yourself to your limits and beyond. Others would like you to be more laid-back, too!

Cancer June 22 - July 23
You can now start to give form to a dream that you have been carrying round in the back of your brain for many years. It might be outrageous but it's what you want to do.

**Q** Leo July 24 - Aug. 23 You need to get serious about a long-term ambition. There is every reason to believe that some kind of breakthrough is imminent, but don't just sit there and wait for good things to land in your lap.

Wirgo Aug. 24 - Sept. 23
If there is something you have wanted to do for years but never quite got around to, now is the time to get your act together and show the world what you are capable of.

Libra Sept. 24 - Oct. 23

If you trust your instincts and follow your hunches over the next few days you can and you will accomplish great things. Anything of a creative nature is especially well starred.

Scorpio Oct. 24 - Nov. 22
No matter how difficult recent weeks have been what happens today and tomorrow will surely convince you that a corner has been turned and the good times will soon be back.

Sagittarius Nov. 23 - Dec. 21
Get rid of all feelings of regret and remorse. There are some things you did that you now wish you had not, and there are some things you did not do that you now wish you had, but so what? Live for the moment.

Capricorn Dec. 22 - Jan. 20
What goes right over the next
few days will more than outweigh what goes wrong. You
seem to have a knack for knowing who the winners will be.

What is it that you really want? The message of the stars today is that you will never be truly happy unlifest you do your own thing, but first you must be clear in your mind exactly what that is. Think then act.

Pisces Feb. 20 - March 20
You will be swamped with offers over the next few days and you may have a hard time deciding which ones to accept and which ones to reject. Ask a trusted friend or family member.

### **CONCEPTIS SUDOKU by Dave Green**

party leaders faced

Every row, column and box contains 1-9

7						5
	1				8	
	6	5	2	9	8	
		1	8	3		
3						7
		7	5	6		
	2	6	4	7	3	
	9				4	
5						2

# metra

### How's the news today?

Join our Online Reader Panel and help make your **Metro News** even better. Join for a chance to win a \$25 gift card.

metronews.ca/panel



### FRIDAY'S ANSWERS

Your daily crossword and Sudoku answers.

for more fun and games go to metronews.ca/games

C	n	*	fi	-1		4	4.	.0		쾽	М			- 11	3	4	5	6	1	7	8	9	2
	À					Ĵ	A	B		100	P	1	H	h	2	8	7	4	5	9	6	3	1
ì		ě	i	11	TV U	0.0	8	A	N O	1		'n	1	7						8			
Ş	G	Ž.	°c	ŧ	# 1	¥	1	13	ŧ	D	4	1	24	Ď.	4	7	3	1	6	5	9	2	8
	7			Ė	ė	'n	M	'n		ŭ	°À	D	Z	£	8	6	2	7	9	4	1	5	3
	0					'n.	8	0	9	Y	9	L	A	1	5	9	1	3	8	2	4	7	6
				4	×	0		Š	£	10			9		1								
'n	R	5	Ť	0	î	Š	0	N	ú	50	Ĥ	A	M	A	7								
100	1	4	A	M		1	0 4	£		W	1	N	A	.1						3	11000		







RE AT BIG 4! **CALGARY'S** 

CALGARY'S BEST 4X4 DEAL IS HERE!

### 2015 JEEP COMPASS SPORT 4x4

AUTO • AIR CONDITIONING • AND MUCH MORE!



OR PAY \$119 BIWEEKLY

OUR MOST POPULAR MODEL WITH THE MOST POPULAR WITH THE WITH THE MOST POPULAR WITH THE MOST POPULAR WITH THE MOST POPULAR WITH THE WITH THE MOST POPULAR WITH THE WITH THE MOST POPULAR WITH THE WITH TH

### 2015 JEEP COMPASS NORT

AUTO • POWER GROUP • KEYLESS ENTRY • BLUETOOTH • SAT. RADIO HEATED SEATS • REMOTE START



15J315

OR PAY \$136 BIWEEKLY

GET THIS CHEROKEE NORTH 4X4 WITH 0% FINANCING FOR 72 MONTHS!

V6 • 8.4" TOUCHSCREEN • BACKUP CAM • HEATED SEATS HEATED STEERING WHEEL • 9-SPEED AUTO AND MORE!







GET THIS CHEROKEE LIMITED 4X4 WITH 0% FINANCING FOR 72 MONTHS!

### **2015 JEEP CHEROKEE LIMITED**

LOADED WITH EVERY AVAILABLE OPTION! LEATHER • "PANO" SUNROOF NAV • LUXURY PACKAGE • TOW PACKAGE • TECH PACKAGE AND MORE!





















































7330 MACLEOD TRAIL S. NORTH OF HERITAGE DR.



451-6193 www.BIG4



